

An Appliance Library for the Sales Staff

IN A recent gathering of central station appliance saleswomen it was found that only a few of these women regularly see the trade magazines and appliance literature that come into their offices. They expressed a keen interest in the subject-matter of these magazines, but stated that no routine existed in most of the companies which put such material regularly in their hands.

This interest on the part of sales people to keep abreast of developments in their field should be encouraged by department heads. In every issue of *Electrical Merchandising*, for instance, there are articles of direct appeal to men and women merchandising appliances—information on the appliances themselves, their development, sale and use. The household magazines, too, carry a valuable freight of information on the actual use of the appliances sales people are selling. It is highly important that a saleswoman or salesman to successfully sell electrical appliances have a thorough knowledge, not only of their operation, but of the application as well. The saleswoman must know the points of the appliance that will appeal to the housewife and those that will perplex her. She must have a broad knowledge of housekeeping methods so that she can talk in the housewife's own language and make recommendations on housekeeping problems.

It would be found worth while if not only all magazines, trade and household, but all important appliance literature coming into the office, were routed to each salesman and saleswoman on the floor. Also, a file for ready reference by the sales staff of this literature, including a comprehensive appliance index with specifications and prices and other pertinent material could easily be created. It will be a surprise to many department heads to find how often a library of this kind will be consulted.

Electrical Merchandising

The Business Magazine of the Electrical Trade

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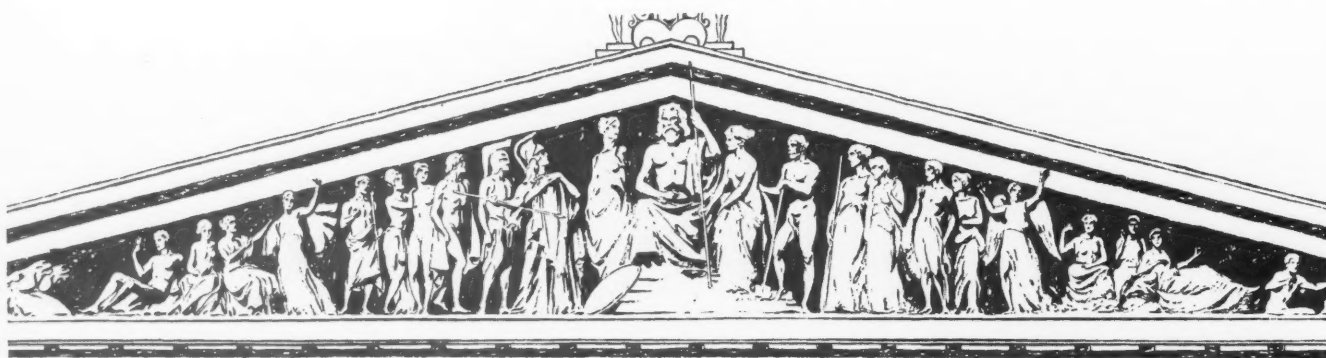
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RADIO'S · SUPREME · ACHIEVEMENT

At the Radio Shows

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The quality of the music which pours from a receiver is determined by the *spirit* which goes into the making of the instrument. All the world's knowledge of radio design is in a Stromberg-Carlson—of course. But there is more. There is the eagerness to take pains—to put here a little stronger piece of material, to shield there with a heavier plate of copper; to wind this coil just a bit more thoroughly, to make that wire connection a degree more solid.

And the result is the Stromberg-Carlson Receiver of today; *decidedly* better in giving your customers the true enjoyment that radio can afford because of that idea of "*just a little better*" which has gone into every single operation of its making.

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NO. 846 STROMBERG-CARLSON. Equipped with every practical development known to leading engineers in the radio art. Three Screen Grid Tubes, in radio frequency stages "totally shielded," affording high amplification, improving Selectivity and Sensitivity and adding a new brilliance to Tone. Built-in Electro-Dynamic Speaker; Automatic Volume Control; Meter for Visual Tuning; Phonograph Jack; Walnut finished cabinet with six legs. Uses 3 UY-224 Screen Grid, 3 UY-227, 2 UX-245 in "push pull" and 2 UX-280 Radiotrons. Price, without tubes, East of Rockies, \$347.50.



NO. 641 STROMBERG-CARLSON. A Screen Grid Treasure Chest table model Receiver. Three Screen Grid Tubes in radio frequency stages; "totally shielded;" Phonograph Jack; Walnut finished cabinet. Uses 3 UY-224 Screen Grid, one UY-227, one UX-245 and one UX-280 Radiotrons. Price, without tubes and speaker, East of Rockies, \$155.00.



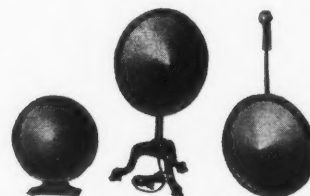
NO. 25 ELECTRO-DYNAMIC SPEAKER. Scientifically baffled. Operating power supplied by UX-280 Rectifier Tube. Walnut finished. Price, without Rectifier Tube, East of Rockies, \$85.00.



NO. 642 STROMBERG-CARLSON. Three Screen Grid tubes in radio frequency stages; "totally shielded;" Built-in Electro-Dynamic Speaker; Phonograph Jack; Walnut finished cabinet. Uses 3 UY-224 Screen Grid, one UY-227, one UX-245 and one UX-280 Radiotrons. Price, without tubes, East of Rockies, \$247.50.



NO. 3-A MAGNETIC PICK-UP OUT-FIT. Makes possible electrical reproduction of records. Price, East of Rockies, \$30.00.



STROMBERG-CARLSON CONE SPEAKERS. Noted for their exceptional fidelity of tone. Prices, East of Rockies, No. 16 Cone Speaker, \$40; No. 17 Cone Speaker, \$35; No. 14 Cone Speaker, \$22.50.

NOTE—There are other models of Stromberg-Carlson Receivers for use in Direct Current areas.

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MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY FIVE YEARS

SEPTEMBER, 1929

Electrical Merchandising

O. H. CALDWELL,
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1916



Clearing the Way to Greater Appliance Sales

ELECTRICAL MERCHANDISING has always been a vigorous adherent of the philosophy that each tub should stand on its own bottom. We have long recognized that the only way for any business to be successful is to make that business self-sufficient to drive ahead under its own steam and to win its way on its own mettle of service, merchandise and price.

And after a close contact with all the various co-operative palliatives prescribed for the electrical trade during the past ten or twelve years, we have found none of them a substitute for business sense and aggressiveness on the part of the independent merchandiser. Indeed, we are convinced that a competent dealer can (and does) make hay whether the sun of local co-operation shines or not.

A good many successful and hard-boiled electrical merchants share this point of view, and have come to regard with little concern the local co-operative attitude in the territory in which they do business. Steadily also the power-company pendulum seems to be swinging away from the side of co-operation and over to the other extreme of "notgiveadam" independence—an attitude seemingly shared by many of the other parties concerned.

BUT we ask if such a situation is sound, either? Does such utter independence really make for best business success on the part of the utility or of those dealer stalwarts who affect it and can live under the grueling conditions it so often imposes in electrical selling? Is the electrical purpose actually best advanced by a lot of strong independent forces battling for business without co-ordination,—all dealing and taking blows which might better be applied as constructive effort?

We think not.

We feel that even praiseworthy independence can go to the point of business folly.

Real wisdom, as we see it, dictates a mutual co-operation between the lighting company and the dealers in each community which will make the paths of all easier, and business existence more lucrative.

This involves "co-operation" in a degree,—but it is

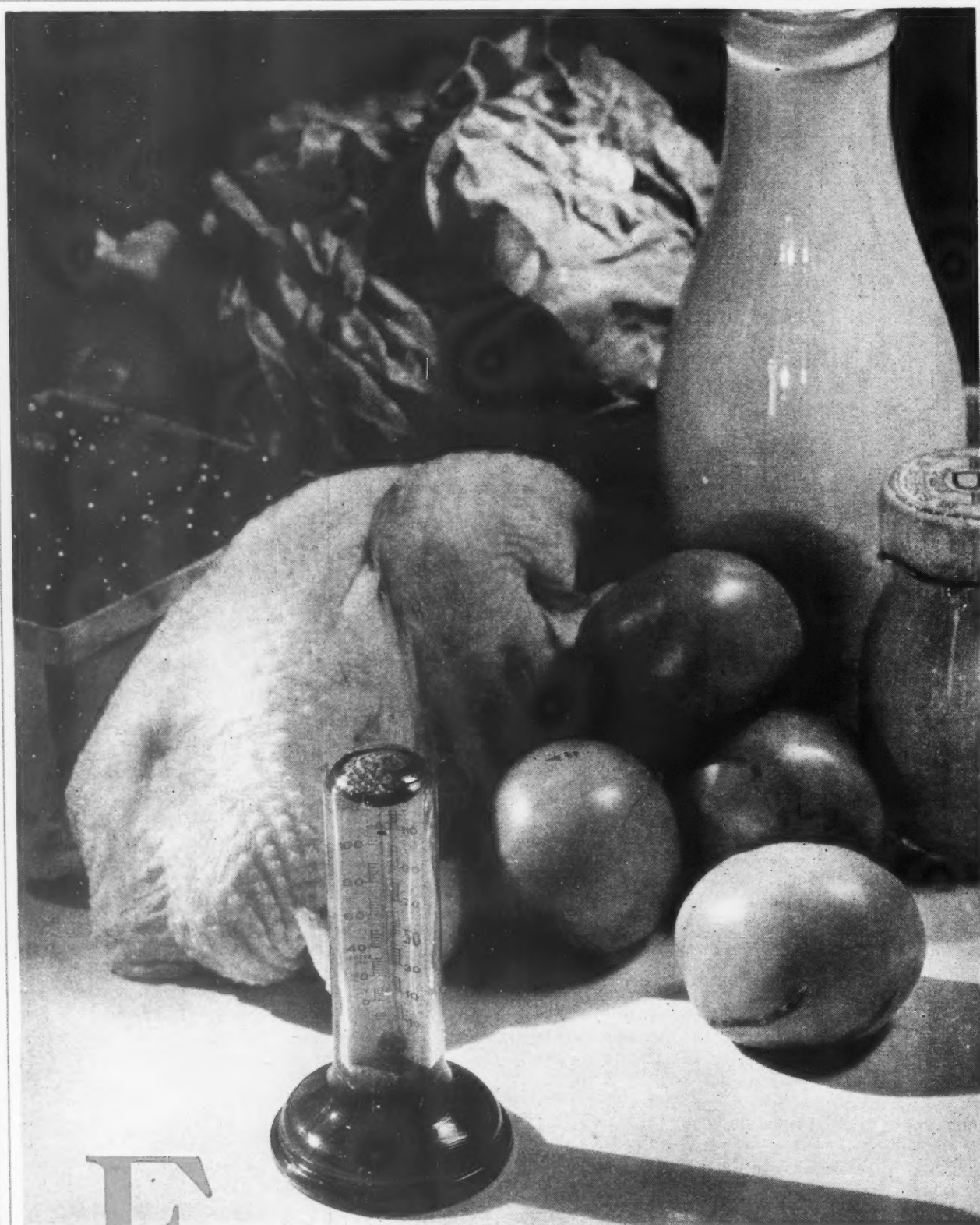
the co-operation of strong men and capable organizations mutually respected,—and not that flimsy relationship between a group of business weaklings and a smug utility management.

Electrical Merchandising believes it is time that all the responsible men in each community who are selling electrical goods and electrical service for the home should recognize once more their common interest,—see the points at which their objectives merge—and recognize that more electrical goods and more electricity can be sold if all the local forces are aligned constructively. For obviously neither the central station nor any one of the local dealers is going to sell all the electrical appliances. And further, new markets must be created, a job at which all hands can pull together.

WE HOLD that it is the utility management's responsibility to take leadership in such a movement. First, the commercial manager must see that his company's own merchandising policy is sound and not destructive. He must clear the way for dealers to operate freely and untrammelled by any price-cutting policies on his company's part that fail to respect legitimate retailing costs. Next he can extend a friendly helpful hand to all those dealers who are doing a good job of loading the utility's lines. He can act as electrical sales promotion manager for the local community. He must even be prepared to find such co-operation a good deal one-sided—and mostly on the side of the utility.

For the reward to him and to his company will come in increased volume of appliance sales in the community and increased load on the utility's lines. And the independent merchant who accepts such friendly co-operation on the part of the utility, without yielding one iota of his own independence—will find his merchandising path smoothed of many of its present irritations.

The time is right for such co-operation. The electrical industry is ready at last, *Electrical Merchandising* believes, to put into successful operation some of the co-operative ideals which proved so disappointing in the raw days of its youth.



FOOD *Preservation*

DURING the month of September, the Food Preservation Program will be in full swing all over the country. It should be the all-important activity of the month for the electrical merchant.

Lazarnick

Wasted MONEY

High operating costs unfit the dealer in competition... chain operation saves waste... the independent who succeeds will follow and effect chain economies.

WIDESPREAD interest and comment by both electrical retailers and wholesalers followed the publication of "To Checkmate the Chains" which appeared in the June issue of *Electrical Merchandising*.

In this article, the writer undertook to point out the steadily increasing spread of the chain store in seemingly divergent lines of retailing, based so largely upon their ability to serve their public more cheaply through the elimination of waste in distribution. A practical plan of organized cooperation between the wholesaler and retailer in the electrical field was suggested, not to combat chains which do not exist in this field at the present time, but to anticipate such developments and to assure to the sound independent electrical merchant, leadership in his community in the future.

The limitations of space forbid the inclusion in this article of the many interesting comments both for and against the plan proposed, but I have asked the editors to publish as many of them as possible in this issue. In an early issue I will endeavor to reply to the objections presented.

The comment of a California retailer seems to me to sum up the attitude of many progressive merchants. He says: "My own feeling is that the problem proposed is worthy of a lot of thinking and should not be abandoned on account of its difficulty . . . let's keep the subject in mind and encourage reasonable experimentation."

THERE are just two things that will solve this problem, *thought* and *action*. We do not want to be like the "suckers" in Wall Street. Lunching, one day, with a brilliant and successful operator on that famous thoroughfare, I asked him what was the greatest single factor of failure in "playing the market." He quickly replied: "Inertia in a losing position" and went on to explain that while the professional trader takes a quick loss when the market goes against him, the "suckers" hang on and on, prayerfully hoping for an upward swing in the wheel of fortune until it is too late. So it is with many merchants, like Old Man River, they may say something but they "don't do nuthin." I was greatly surprised to learn from these comments that many retailers and wholesalers are of the opinion that the chain store does not operate more economically than the average independent. This,

By

S. J. RYAN

*President, Rines Brothers Department Stores
Portland, Maine*

of course, is exactly what they do, but the difficulty was to prove it to these gentlemen in their own line of business. To quote examples from other lines of retailing might not prove convincing, as such instances would be labeled as "different."

It was with great interest, therefore, that I read Mr. L. E. Moffat's article "They Formed Their Own Chain" in the August issue of *Electrical Merchandising*. I cannot imagine a more apt confirmation of the co-operative plan proposed than this example of what 23 Chicago radio dealers *have accomplished* through a voluntary merger of their several businesses. Mr. Moffat's report of this interesting operation should not be merely read, it should be *studied*.

Here, we find the case of a radio dealer who was not afflicted with "inertia in a losing position." He thought and *acted*, and the result was the formation of the Radio Vision Stores, Inc., centralizing the functions of buying, accounting, credit and collections, advertising, service and warehousing.

HOW quickly action followed thought is interesting. Mr. Max Shore, who initiated the movement, broached the idea to half a dozen dealers last Jan. 10; on Jan. 22 a complete plan was presented to 49 invited dealers, of whom 23 subsequently pooled their businesses. On Feb. 9, the company was incorporated.

Now, this is a combination of 24 existing and successful retail radio businesses owned by 23 radio merchants of Chicago. These men were not failures nor were they about to fail, but they had vision and appreciation of the trend in retailing—and they had a *leader*. They knew that in union was strength—that collectively they could accomplish things that were very difficult, if not impossible, individually.

The operation has required no additional financing whatever, due to "the singleness of purpose of the organizers and because of the fact that all the stores admitted were operating profitably." Of course, they have reduced expenses and increased net profits. Naturally, they have increased their sales per store because the owner-managers are now devoting their time to the vital matter of *selling* instead of to buying, advertising, credits and collections, supervising service, etc.

Striking economies and greater efficiency has resulted in buying, centralized service, warehousing

and advertising, but not through cut prices nor direct buying from manufacturers. There are, of course, clearance reductions and special buys, but their policy is one of price maintenance on standard and accepted makes of radio, and practically all their purchasing is through what Mr. Moffatt calls "the orderly channels of distribution."

To my mind this seems to be a convincing answer to those who raise the cry of difficulties, impracticability, etc., to the plan of cooperative centralized management by independent merchants. It reminds me of the story of the man who was arrested and thrown into jail. He promptly sent for his attorney and related to him the reason for his arrest. "Why," said the lawyer, "they can't put you in jail for that." "You say so," responded the prisoner, "but I *am* in jail."

In just what *basic* way does the merchandising of an electrical store or a radio shop differ from the operations of a jewelry store or a meat market? If we are going to deprive ourselves of the advantages of utilizing the experiences of other retailers by believing their business is "different" progress will indeed be very, very slow.

BUSINESSES differ only in their details, or, if you wish, in the application to your particular business on your particular location of the same fundamental merchandising practices that guide to success businesses in other lines.

Take, as an example, the department stores. It is an old, established method of retailing. Some of these stores have celebrated their hundredth anniversary, many have prospered for seventy-five years and scores are more than half a century old. You will find in these institutions the same management successfully selling such widely different merchandise as hardware and hats; such contradictory articles as a complete dress, ready to wear, and the materials and instructions for making a similar dress at a lower price; in the larger stores they have even set up their own competition between the upstairs and basement departments.

It is the same management—but the management recognizes and *applies* the basic methods of merchandising which are universal to all retailing, and alters the *details* to fit the needs of each department. Electrical merchants can profit by studying and applying the successful things done by grocers or druggists or any other group of retailers, adapting them to their own needs.

We have reviewed at some length the operation of Radio Vision Stores, Inc., because it has been conceived, executed and successfully maintained by retailers alone. Now in the June issue we talked about "organized co-operation between wholesaler and retailer." It is obvious what benefits would have accrued to some Chicago wholesaler had it been *he* who had assumed the leadership in the formation of this group of dealers into the Radio Vision Stores, Inc.—without sacrificing in the slightest the benefits to the retailers themselves. Similar opportunities are lying dormant throughout the country awaiting the vitalizing spark of leadership. Every movement in human history has required a leader.

As an example of wholesaler-retailer cooperation, reference was made to the Independent Grocers Alliance, one of the many cooperative grocery organizations formed (I am strongly tempted to say in *self-defense*), to combat the steadily expanding grocery chains. As brief an outline as possible of how this organization functions should prove interesting.

The first step when opening a new section, is to

Some Trade Comments On "To CHECKMATE"

EDITOR'S NOTE:

In deference to the wishes of many of our correspondents, we have made these comments anonymous, indicating merely the trade position and State of the writer.

IMPOSSIBLE to get even 200 retailers to agree on stock, personnel, absorbing losses, etc. The independent merchant is and always will be an individualist.

—New York Jobber.

THERE is no fundamental economic reason for chain store survival nor are the chains making any real saving in distribution costs. The same causes which have in recent years operated against the independent have worked in equal or greater degree against the chains.

—California Retailer.

WE HAVE read this article very carefully and are heartily in accord with Mr. Ryan's ideas. We believe the plan will be very effective if carried out. In fact we have put into effect similar ideas in our business.

—Louisiana Jobber.

OUR problem is to devise a method of co-operation which shall imitate the unified activity of the chain without destroying the personality and independence of the dealer. We doubt if standardization is sufficiently thorough in the electrical-radio field. We believe there are possibilities in the line of thought suggested by Mr. Ryan. The cost of distribution is excessive.

—California Retailer.

IS IT possible that a definite, practical plan of action is finally proposed? I'm pretty well fed up on talk and this sounds like something that can be done. We'll never get anywhere unless we help ourselves. Count me in.

—Wisconsin Retailer.

PLEASE send us ten copies of this article for our salesmen. We are working along these lines now and this article will be very helpful to our dealers and our men.

—Georgia Jobber.

SUCCESSFUL retailers buy in small quantities, discount their bills and get a quick turnover on their stock because they work with their jobber and do not scatter their purchases all over. We back them up with large assortments and finance and advise them on their individual problems. The wholesaler is doing a lot of good work to make the independent retailers better merchants, but when some agent or manufacturer offers him a special price on a quantity he overstocks himself, pays cash and lets us wait for our money.

—Indiana Jobber.

A LIVE, up-to-date, aggressive, efficient retailer who will use the helps given by the manufacturer and wholesaler, who studies and practices the methods of his successful competitors, watches credits and collections, labor costs, etc., need not be afraid of the chain stores or any other competition.

—Pennsylvania Jobber.

MR. RYAN'S cure for the retailer's troubles seems to be to put the retailer in the wholesale business. Unless a retailer has surplus cash he cannot use in his own business to advantage he better stick to the business he knows and can watch.

—Pennsylvania Jobber.

the CHAINS

"Over 50 per cent of the retailer's time is now taken up talking to salesmen of competing wholesale houses."



OVER 50% of a retailer's time is now taken up talking to salesmen of competing houses. By confining their purchases to one or two houses the time saved could be used to good advantage in watching their jobs, their collections, decorating windows, cleaning up stock, moving slow items, etc. Then he wouldn't have to worry about chains.

—Connecticut Jobber.

WE HAVE read this article over many times and discussed it with a small group of other dealers here. We are all in accord that something has to be done and quickly. Please let us know what immediate steps we should take to standardize our businesses, or what information we should send you so you could advise us.

—Ohio Retailer.

CHAIN store success is founded on sell-only "habit" merchandise—the staples, and it is easy to standardize this type of business, but we cannot see how you can do this in electrical and radio stores such as we operate. We would like to hear the proposition discussed by the jobbers and other retailers however.

—Massachusetts Retailer.

WE HAVE very much enjoyed this article and believe that it is very sound. We believe that considerable can be done along the lines mentioned and are going to try to work a lot closer to our dealers. There are too many jobbers salesmen, too many small sales and the volume per year per man is too small to justify the expense. If dealers would concentrate their purchases a great saving could be effected along this line. The mail order houses and the chains are cutting into the electrical business and jobbers and retailers must co-operate to solve the problems of today and tomorrow.

—Iowa Jobber.

THE solution proposed seems workable, but requires real leadership. I can see it worked out by a small group of dealers or jobbers, with some sort of financial control, organized in sections or by states. I would very much like to know more about it.

—Michigan Retailer.

I THINK this splendid article touches a key note. Co-operation is necessary but the average dealer and jobber in our business is more of a salesman than a merchant.

—Missouri Retailer.

select a wholesaler for a certain restricted and well-defined trading territory. Now this wholesaler is selected by the I.G.A. and must qualify with regard to financial position, dealer good-will, etc. Insofar as I.G.A. stores and I.G.A. merchandise is concerned he must confine himself to the trade area. Next a representative is sent from headquarters to thoroughly acquaint the wholesaler's executives with I.G.A. procedure and to carefully select the retailers who are invited to membership.

The main crew appears on a Friday. This consists of a speaker, the man who directs operations and a number of store engineers, and again the various features of the I.G.A. operation are gone over with the wholesaler's executives. Saturday is spent in thoroughly familiarizing the wholesaler's sales force with the operation and schooling them in the part they are to play. On Sunday the first meeting is held with the invited retailers who are prospective members. They are asked to sign three-year contracts with the jobber in which they agree to do, among other things, (1) concentrate their buying with this jobber; (2) remodel their stores under the direction of I.G.A. engineers exactly as they specify, and (3) follow the direction of headquarters.

MONDAY the engineers start out, accompanied by the group of superintendents who have been set up in the jobber's organization and remodel the retailer-members stores in accordance with a predetermined plan; next the remodeled store is turned over to a paint engineer and his crew and the store emerges a snowy, gleaming white, trimmed in blue. A crew then puts the stock back on the shelves according to a previously determined and logical plan which experience has proven to be the most efficient. Every single item is so placed that a customer can pick it up and it has a price tag on it.

THE entire stock is carefully scrutinized as to price and repriced wherever necessary. While this is being done a check is made of the stock as to its balance. Duplication of brands and surplus quantities are set aside for the opening sale and merchandise that is out of stock but should be carried is sent up from the jobbers at once. The opening sale not only is held for the purpose of cleaning out surplus stocks but to acquaint the community with the new store.

After this the I.G.A. advertising and merchandising division take hold. Every week there are newspaper ads for the whole group and each store is supplied with window posters and background placards and window-trim instructions. Every other week each store receives 250 copies of *Store News*. Selected specials are advertised on the back page and eight times a year every member store in the country joins in a gigantic national drive on the same items.

Some of the headquarters crew remain on the job until the wholesaler's superintendents are thoroughly acquainted with their new duties.

NOW enters one of the most important features, the "follow-up," without which the whole plan would gradually die out. The first follow-up man follows very quickly after the inauguration of the movement. He checks up and corrects any mistakes that may have crept into the operation and holds meetings with the retailers and the jobber's organization. Thirty days later along comes the credit man with a complete

(Please turn to page 100)

Less Than Four Months' Sales Effort Brings

\$30,000 In



How Kellogg & Bertine sold health lamps and exercisers by following a six-rule plan.

WHAT is the secret of selling health appliances? Kellogg & Bertine, appliance dealers in New York City, have successfully answered both these questions, despite the fact that their experience with both health lamps and exercisers has been of comparatively short duration.

Mr. Bertine, one of the joint proprietors of the establishment sums up the reason for their exceptional activity in six rules:

1. A thorough knowledge of the product.
2. Genuine enthusiasm for selling.
3. Active store and window demonstrations which stimulate curiosity and interest.
4. Intensive direct by-mail follow-up of all leads materializing from store traffic.

5. Psychological selling approach.

6. A long-established practice of keeping customers satisfied at all times.

"When we first took on a line of health lamps," Mr. Bertine informed me, "we were confronted immediately by two problems: first, an educational one—arousing interest—and, second, making the sale."

"In my estimation, the average dealer does not tackle his problem from the right angle. He looks on both health lamps and vibrators as any other appliance to which he will give space in his store and when a customer makes an inquiry, he shows a certain amount of sympathetic interest."

"He overlooks two things: one, of course, that health appliances of all kinds are comparatively new on the

By Laurence Wray

Health Appliances *to This Dealer*

market and require more promotional effort, and that unusual selling methods have to be adopted in order to put them across. We have only handled health appliances since February of this year. The season, naturally, has been short, comprising approximately four months. During that time, according to Mr. Bertine, they disposed of about 45 of the larger health lamps (Eveready) and more than 60 exercisers (Savage and Battle Creek). A total of more than \$30,000 in these appliances alone.

Considering that the store itself is comparatively small and that the space devoted to both display and demonstration is necessarily confined, it will be apparent that an unusual activity was necessary in order to have had such results.

Bertine informed me that their sales after May 1 had dropped away to practically nothing. "You believe then," I said, "that the sale of health appliances is entirely a seasonal one?" "Oh no," he replied, "although our own experience would seem to indicate it I don't believe it for a minute. You must remember that we are in one of the higher class apartment house districts here and, as a matter of fact, the greater part of our customers are away during the Summer time and a general falling-off in sales has evidenced itself in all lines."

R L. HOBBS, Store Manager, contributed some interesting information on the sales methods of the Kellogg and Bertine Company:

"We are looking forward to a big Fall and Winter season," he said, "and anticipate selling as many as

500 health lamps alone. With what we have already done that doesn't seem a far-fetched quota for the coming season. For one thing, the public are far more willing to accept the idea of the health appliance than they were. Educational and promotional work, of course, has been largely responsible for this. We must bear in mind too that all our sales to date have been a direct result of store traffic and personal demonstration. We have done practically no advertising except direct mail, which we have found of the greatest value in getting results. We keep a list of more than 10,000 names on our direct mail list and exercise a periodical check on them to see that we

(Please turn to page 120)

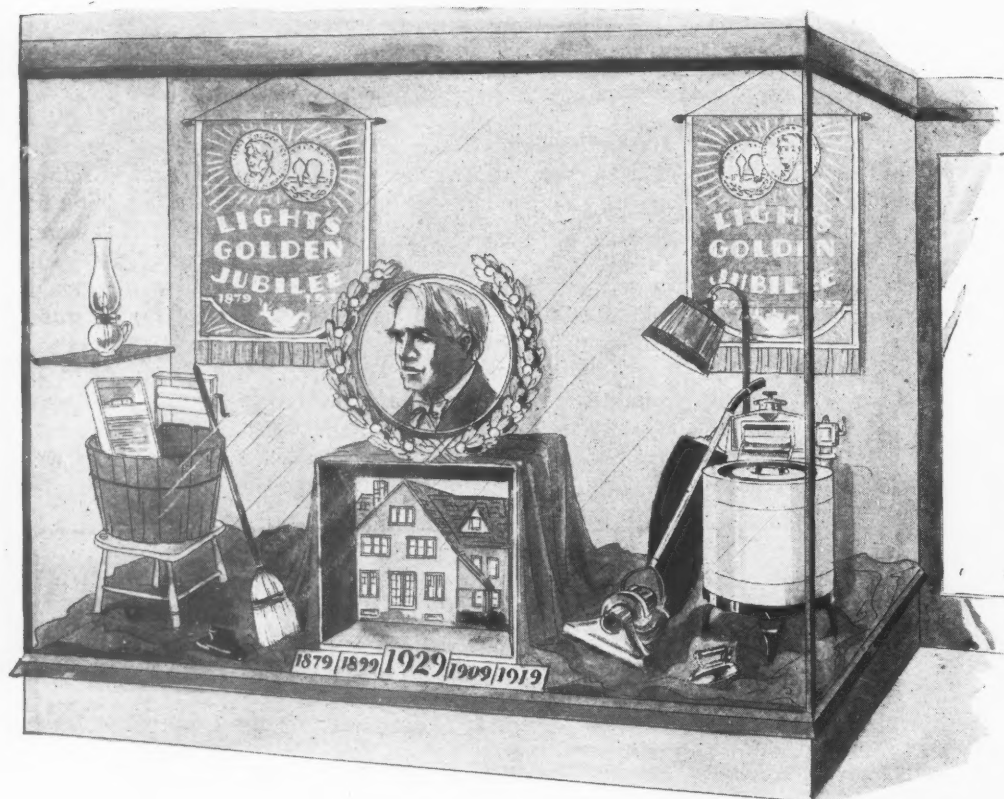


IN ANOTHER NEW YORK ELECTRICAL STORE. The New York Edison Company finds it easier to sell health lamps when there are children in the family. Here again, adequate knowledge of the device is essential.

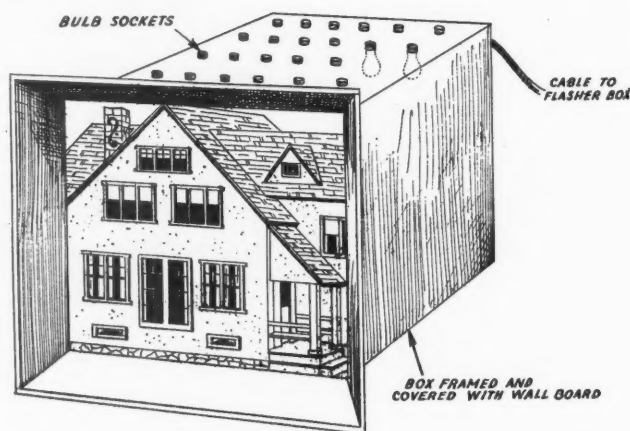
Here's How—

to Build A Jubilee Window

By
I. L. Cochrane



(Above)—An action window for Light's Golden Jubilee. Through the operating mechanism shown in detail on the opposite page, which can be built at small expense, the lights within the house (detail at the right) are gradually lit. Illustrating in interesting manner the growth of light in its most familiar use since 1879.

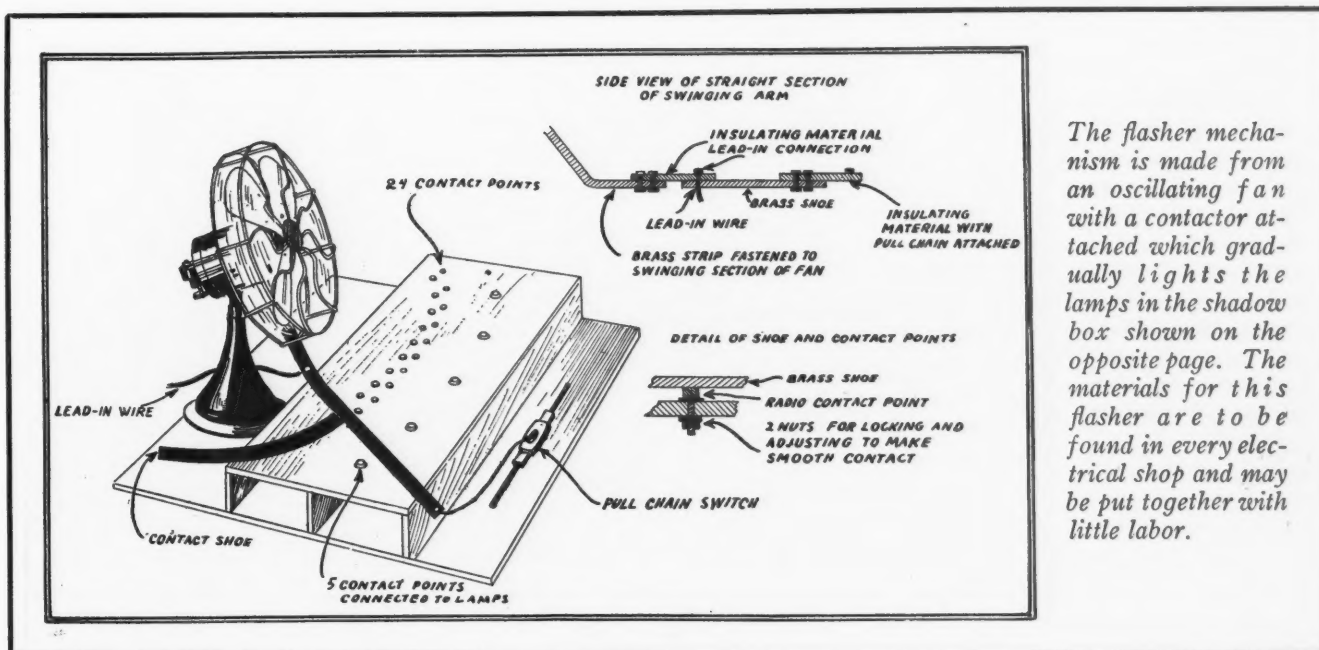


LIGHT'S GOLDEN JUBILEE is the Electrical Merchant's Golden Opportunity—especially in the matter of a window display. In no other way can trade and long-remembered attention be attracted to your store as it can be by a thoroughly interesting display that tells the story in color and action. In this window there are two proven successful display elements—historical interest and action that visualizes interesting facts.

In one end of a long window, or in one of two windows, is a display similar to what a merchant of 50 years ago might have used to sell household appliances of that day. Gather together a wash tub, scrubbing pail, scrub-

bing brushes, brooms, mops, ice box. Have light apparently come from one or a couple of old-fashioned hanging wall oil lamps and possibly one on a kitchen table. A water bucket and dipper standing near one of those old-time, pot-bellied small parlor stoves will help if you have room. This assortment of 1879 implements contrasts with a full display of modern electrical appliances at the opposite side of the window.

The modern or action section of this window has for its main feature a picture of a modern house in a shadow box, so arranged that its concealed lighting gradually comes on brighter and brighter, and then stays on for



The flasher mechanism is made from an oscillating fan with a contactor attached which gradually lights the lamps in the shadow box shown on the opposite page. The materials for this flasher are to be found in every electrical shop and may be put together with little labor.

An attention getting display for the appliance dealer

3 to 7 seconds, depending upon adjustment. Above that is a picture of Mr. Edison set in a crown of flowers. The background is draped with gold cloth with one or two official gold and blue velvet banners and official pennants. To cheapen the cost of background orange crepe paper may be used and banners only.

The floor should be covered with puffed blue velvet or velour. The front of the shadow box should be about 20 in. wide by about 30 in. high.

TAKE a sheet of glass that size and have an artist paint with India ink a silhouette of a house, leaving windows clear. The India ink renders the frame of the house absolutely opaque. Then have the artist paint colors and high lights of the house. Set this into a shadow box, as shown on facing page, which is simply made, very much like a crate, with flush corners and covered with heavy cardboard or beaver board. Cut in the back of the box two 3-in. holes near the top and also two near the bottom for circulation. Paint the sides (or cover with velvet), top and back black. Cover the front sloping edges with black velvet, so as to create a better frame-like effect.

In the top of the shadow box behind the glass place 24 lamp sockets, and into each place a 10 or 20-watt lamp, each lamp to be wired with one wire leading to its contact point of the flasher box, and the other leading to the pull switch.

The flasher box is made by taking, in the first place, an oscillating fan and then figure the width of its swing. This width will determine the width of the platform in sketch above. Fasten to the swinging portion an arm made of a piece of $\frac{3}{8}$ -in. brass. Where that ends—back of the platform—screw in a piece of bakelite, or other

radio panel board, then add the contact shoe; and to the other end of the shoe connect the pull switch chain allowing plenty of play, but not too much. The contact shoe should be long enough to reach over the first two rows of contact points and also the third. Then it is continued by another piece of non-conductor radio panel board, into which a hole is drilled and a chain attached so that when it swings completely to one side all the lights are switched off, so as to create absolute darkness before the 24 lights are gradually relighted, and, at the other end all lights for 1929 are on while the arm swings back again.

The elliptical shoe arm is made of brass and must have a width to cover both rows of contact points, also be long enough to cover them all at once. As it gradually swings across, one light after another goes on and remains lighted.

The date line shadow box underneath can be made by painting the dates on glass or other transparent material, putting small lamps back of each in a separate shadow box, and each connecting with one of the five date contact points. As one goes off the other goes on.

The lighting is gradually increased to get over the idea of increasing light during the last 50 years. The 1929 date is in the center and naturally should be connected with the last contact point, and also with the switch so that during the return of the shoe arm all lights are burning and "1929" is also burning.

ANY lithograph or print of Mr. Edison will do, mounted on a piece of cardboard cut out to fit frame to which the mounting is nailed; then cover the frame with flowers, small palms or any appropriate decorations.

A set of 7 Noma golden lights, one on each side of the crown will add to the beauty of the setting. If a Noma twinkler is put in circuit a still greater attraction will result.

The banner, pennants, picture of Mr. Edison, and other features may be bought as listed on page 109.

The effect to be made by this window gradually portrays progress in lighting and home comfort during the last fifty years and pays tribute to the man whose genius made these changes possible.

"In selecting a floor machine, a customer must consider the size and type of floors on which it is to be used and whether the machine is to be used for waxing of floors only or for scrubbing and refinishing as well."



Sell Good

*The electrical
station have
the sales possibil
polisher in
appliance*



TODAY in even the home of moderate cost, the matter of floors is given serious consideration. Not so many years ago, you will recall, hardwood floors were a decided luxury that but few of a town's leading citizens could afford. Now, in even the smallest cottage built by the "workingman" the living room and hall at least boast good floors. And another marked change: Decorative treatment of floors is no longer limited to hardwood; many other new floor materials have come into wide use—linoleum, tile, terrazzo, rubber tile, cork tile and various compositions. The important thing is, that the householder has become conscious of floors.

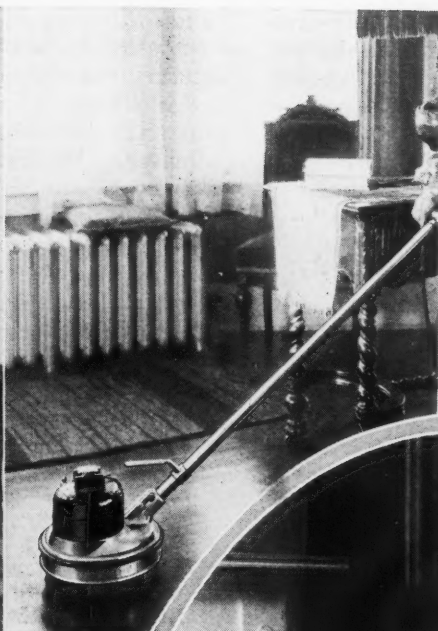
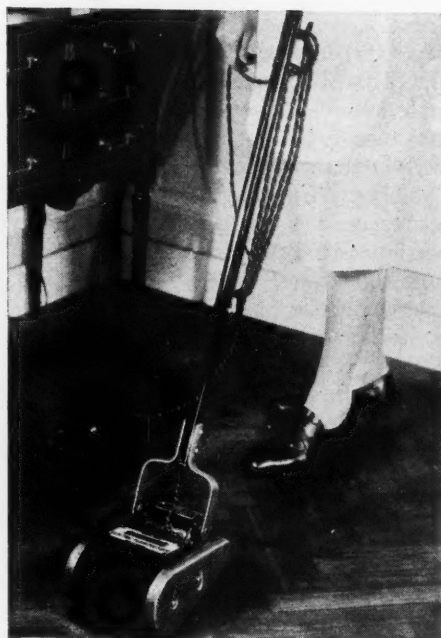
The floor is the foundation on which the decorative treatment of a room is laid. A poor floor or inappropriate floor-covering will do more to ruin a room's appearance than any other single element. Good floors, however, require good material, well laid and constant care in their maintenance. To perform by old, "hand" methods, all the work required in the initial treatment and maintenance of wood and composition floors, is no small job and one that is likely to be shirked by the housewife because of its strenuous nature.

With the development, then, of the new treatments

of floors, came the development of equipment to care for these floors,—equipment that would eliminate the tremendous amount of effort required with old methods. The result, of course, is the floor polishing machine.

This machine, for household use, has not begun to approach its sales possibilities. While there are many small homes in which an electric polisher could not be afforded, there is certainly a possibility of rental of a machine, by day, in even small homes where some attempt is being made to beautify the floors. And every rental is an advertisement for the polisher, creating a desire for the machine by the home owner and her friends.

Because it is a comparatively new household appli-



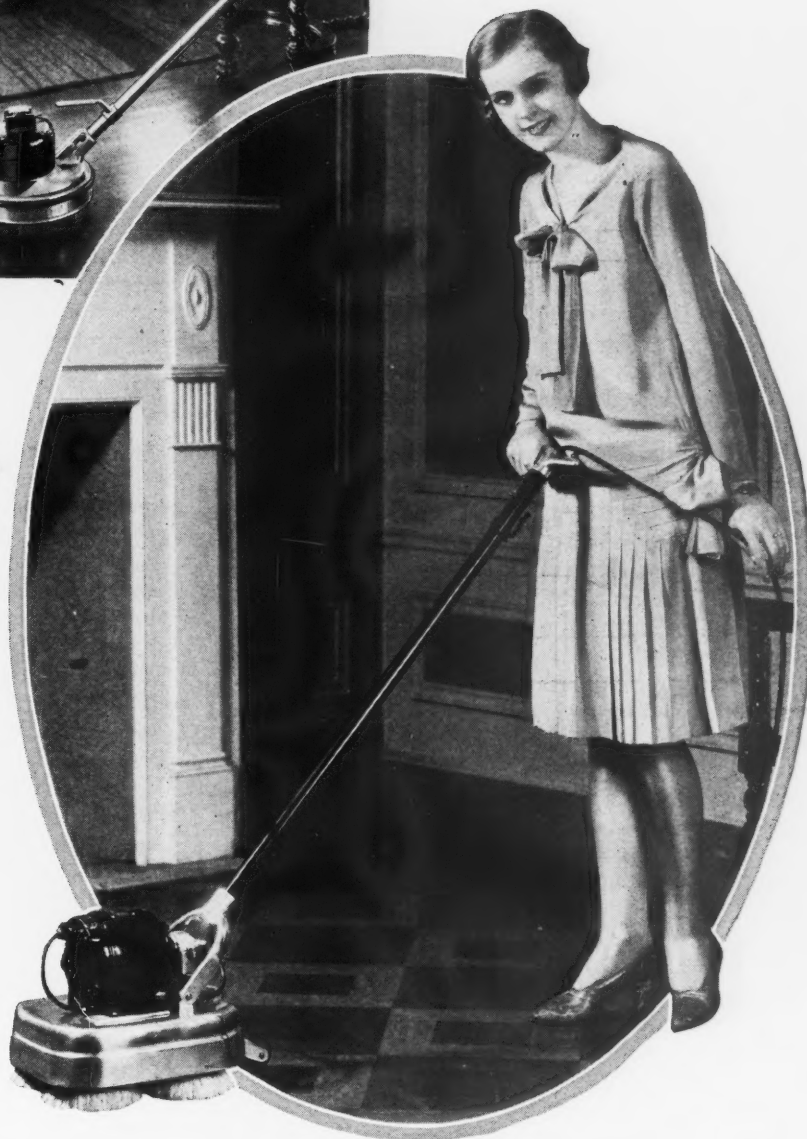
"With the use of floor machines and their attachments, practically every type of floor (aside from carpets and fabric coverings) can be treated: wood, linoleum, tile, terrazzo, cork, tile and composition. All the strenuous work ordinarily associated with floor refinishing — varnish and paint removal, sanding, etc., is eliminated by the use of the electric floor machine."

Floors

*dealer and cen-
been overlooking
ities of the floor
their home
activities*

By

Florence R. Clauss



ance and because its use is restricted to a service that, in the majority of "comfortable" homes previously had no existence, considerable educational and publicity work on this product is necessary. Some manufacturers of electric floor polishers are advertising their product nationally, through the household magazines and these magazines are devoting many articles to the care of floors. But such publicity is not enough; this educational work should be supplemented by utilities and dealers, in their respective communities.

The work can be handled advantageously by home service departments and central stations. The subject is an interesting one and can be easily included in a series of home decoration talks, as a separate program

or as part of a program on interior decoration, along with lighting and general house-furnishing subjects. Newspaper advertising, of course, is the most effective way of telling the story, supplemented by as much editorial space as the newspaper editor can be induced to give.

While this article is devoted to the use of the floor machine in the home, its commercial possibilities are well known. There are prospects for these machines in hospitals, schools, theaters, hotels, etc.

THERE are about seventeen manufacturers of floor machines, not including the floor polishing attachments for vacuum cleaners. All of these machines, although somewhat similar in principle, are different in

design so that each can be readily recognized. In selecting a floor machine, a customer must consider the size and type of floors on which it is to be used and whether the machine is to be used for waxing of floors only or for scrubbing and refinishing as well. It would be quite foolish for anyone with a small two- or three-room apartment to invest in a large floor machine suited to use in a large home or club. On the other hand, for use where wear on floors is heavy, and floor spaces are large, a small, polishing machine is a poor choice.

Some of the floor machines on the market are polishers only,—light in weight, with a single cylindrical, revolving brush. One machine of this type is a combination polisher and cleaner and either appliance may be purchased separately. One motor operates either cleaner or polisher. Another machine has two cylindrical brushes, one on each side the shaft. This machine with its two brushes, covers 10 in. of floor space. These are floor polishers only. Some models offer a brush for applying the wax and another for polishing or buffing but no attachments are available for scrubbing or sanding.

Polishing attachments for vacuum cleaners are also offered, and for use in the average home, where extensive polishing, scrubbing or floor-finishing operations are not necessary, these attachments are very satisfactory.

Among the floor machines will be found a model with two, small circular brushes, revolving in opposite directions at high speed, spreading the wax and at the same time, by friction warming the wax and the floor and forcing the wax into the pores from all angles. This machine has trigger switch which automatically turns on the current when the handle is grasped. Another machine has three small circular brushes, the brushes twirling individually in one direction and circling together in the other, thus counter-balancing the movement of the brushes. Four sets of brushes are supplied with this machine, for scrubbing, waxing, polishing and buffing. It is equipped with automatic waxing device, thus eliminating one operation in the waxing process, as with the majority of floor machines, the wax must be applied by hand.

Still another machine has four small motor-driven brushes, two running clockwise and two counter-clockwise, to provide thorough balance of the machines. Special brushes are interchangeable for polishing, scraping, scrubbing and buffing.

A two-brush machine has an automatic waxing device which consists of an electric heater, built into the machine, heating the wax to any desired temperature for application.

The first machines that appeared for heavy duty use were equipped with one large circular brush. Many of the companies making the larger models have brought out smaller machines for household use and many of the domestic-type floor machines now on the market are of the type employing one, large, circular brush.

WITH the use of floor machines and their attachments, practically every type of floor (aside from carpets and fabric coverings) can be treated, wood, linoleum, tile, terrazzo, cork tile and composition. All the strenuous work ordinarily associated with floor refinishing,—varnish and paint removal, sanding, etc., is eliminated by the use of the electric floor machine.

There are many sources of information on floors and their treatment: "Floors and Floor Coverings," Farmers' Bulletin No. 1219, U. S. Department of Agriculture;

the Oak Flooring Bureau, 828 Hearst Building, Chicago, a pamphlet on oak floors; the Maple Flooring Manufacturers Association, 1720 McCormick Building, Chicago, a bulletin on maple floors. "Everything on Floors" is a small publication issued by the *Woman's Home Companion*, 250 Park Avenue, New York. *Good Housekeeping* publishes a bulletin, "Cleaning Equipment and Methods," and numerous articles on the care of floors have appeared in other household magazines in the field, including the *Delineator* and *McCall's*.

Before giving instructions to any prospect or customer on the care of floors, it is first necessary, of course, to find out the type of floor requiring treatment. There are woods, hard and soft, linoleum, terrazzo, cork and rubber tile, cement and composition. Obviously, different types of floors require different treatments. The finishes in general use are wax, varnish and paint. These treatments have their advantages and disadvantages.

Oiling is a common and economical way of treating wood floors and is by many considered more satisfactory for pine floors than varnishing. Although oil protects the wood and gives a finish that is durable and not slippery, providing protection against grease and water spots, oiled floors collect dust and present a serious cleaning problem.

WOODS for flooring are commonly classified as hardwoods and softwoods. Hardwoods, in general, make better floors than the softwoods. They wear more evenly, are less likely to sliver, take a more durable finish and are more attractive in appearance. They are more expensive than the softwoods but this is offset by good wearing qualities. Of the hardwoods, oak is an open-grain hardwood and maple, birch and beech are close-grain hardwoods. The so-called softwoods include various kinds of conifers. Long-leaf pine and Douglas fir, or red spruce as it is sometimes called, are perhaps the most durable for floors.

Wax is perhaps the most popular finish for wood floors. This finish is durable, easy to clean and to apply. It does not show heel marks or scratches nor does it become brittle and peel off. In the waxed floor, too, worn spots can be touched up while in the case of varnish, the entire floor must be retouched. Wax may be applied directly to the new wood if the floor has a lovely grain and one wishes to retain the natural color of the wood. The wax is then used as a filler. Floors, so treated, although perhaps not as beautiful as one would like at first, become more lovely with age, if properly cared for. Wax finishes should not be cleaned with water. Water penetrates cracks and pores, warps and rots the wood and dulls the finish. Surface soil is removed with a soft cloth and a very little turpentine and if necessary, the spot is resurfaced with a thin coating of wax and polished. When thoroughly dry, sand lightly with the floor machine. Varnished floors, in general, retain their color and luster better if no water is used on them. If they are very dirty, they may be wiped with a cloth or mop wrung out of warm soapy water, wiped dry at once, and polished with an oil cloth or mop. If a waxed finish is desired the wax is applied and polished hard. A combination finish of varnish or shellac, waxed, is a very satisfactory treatment of floors.

DO NOT use shellac or "liquid fillers" as a first coat on floors. Paints, like varnishes, vary in durability, according to the material used in them. Brushing lacquers may be had in clear, wood-stain and colored effects. Oil paints and enamel require a longer time to

dry. Colored floor lacquers are the quickest drying. A lacquer coat can be applied, and a finishing coat put over it a few hours later.

THE most inexpensive way of maintaining linoleum floors is by waxing and polishing. Varnish is not recommended, as it is unsuited to the flexible character of linoleums. When the new linoleum floor is laid, an application of two coats of wax should be given, with a thorough rubbing in and polishing. Instead of cleaning the floor by mopping with water and soaps or powders, it requires but sweeping with a soft hair broom and a rewaxing at intervals. The wax finish forms a lustrous film on the surface and prevents the grime from being pounded down into the pores of the linoleum.

Some of the new linoleums are lacquered at the factory. To protect this lacquer coating, an application of wax will preserve the finish and make easier the care of the floor. The floor should be kept free from dust.

The methods suggested above for the care of linoleum floors pertain to inlaid linoleums in which the color or pigment is added to the composition before it is pressed to the burlap backing. Printed linoleums are made by printing patterns on plain linoleum. Durable enamel paints are used for this printing process. This enamel, however, through constant traffic, gradually wears off. The design can be protected, in a measure, by applying a coat of varnish.

Refinishing of old floors requires, of course, more operations and more effort than the treatment of new ones. With the use of the electric floor machine the most strenuous and disagreeable part of this operation

is eliminated. In treating old floors, the floor must first be made as tight, level and smooth as possible. The wood is then scrubbed clean with hot soapsuds or some other cleansing agent and rinsed with clear water. Stains may be bleached out with a solution made by dissolving 1 teaspoon of oxalic acid in a cup of hot water. This liquid (which is poisonous and should be handled carefully) is spread on the wood and allowed to stand overnight. All traces of this application must be removed or the finish will be injured.

After thorough drying, the floor is treated as a new floor, for which directions were given previously in this article. Varnish or paint can be removed by application of a good varnish remover. When the varnish remover has thoroughly soaked into the finish and reduced it to a thick glue, the old finish may be removed with medium grade steel wool applied to the wire brushes of the floor machine. Before removing the softened varnish it is suggested that corn meal, beach sand or table salt be sprinkled over it. The old finish will then come off like putty and the meal or sand will prevent it becoming too sticky. It can then be swept up like sawdust.

When the old finish has been entirely removed the floor should be sanded by using the sanding discs of the floor machine. The entire refinishing operation can be performed with the floor machine and its attachments.

For floors that must be cleaned with soap and water, including also stone floors like tile and marble the floor machine can be employed for scrubbing and scouring. There are no floors in the average home, excepting fabric coverings on which the floor machine cannot be used.

454,100 ELECTRIFIED FARMS

N E L A estimates by states of farms on power lines

State	Total Number		Per Cent	State	Total Number		Per Cent
	Served Dec. 31, 1928	of Farms Dec. 31, 1928			Served Dec. 31, 1928	of Farms Dec. 31, 1928	
Alabama.....	6,550	226,000	2.9	New Mexico.....	225	32,800	0.7
Arizona.....	900	11,200	8.0	New York.....	47,800	186,000	25.7
Arkansas.....	2,200*	216,000	1.0	North Carolina.....	8,500*	292,000	2.9
California.....	62,720	148,000	42.4	North Dakota.....	1,000	75,000	1.3
Colorado.....	3,900	56,800	6.9	Ohio.....	30,575	237,500	12.9
Connecticut.....	4,000*	23,600	16.9	Oklahoma.....	2,000**	200,000	1.0
Delaware.....	1,400*	10,300	13.6	Oregon.....	11,425	59,000	19.4
Florida.....	1,600*	54,000	3.0	Pennsylvania.....	27,100	199,300	13.6
Georgia.....	6,250*	212,000	2.9	Rhode Island.....	625*	3,800	16.4
Idaho.....	7,200	40,000	18.0	South Carolina.....	4,700*	160,000	2.9
Illinois.....	13,300	218,000	6.1	South Dakota.....	2,500	82,400	3.0
Indiana.....	15,160	190,000	8.0	Tennessee.....	7,000	252,500	2.8
Iowa.....	13,800	213,500	6.5	Texas.....	8,000**	485,000	1.6
Kansas.....	2,830	166,000	17.0	Utah.....	10,100	26,000	38.8
Kentucky.....	7,000	251,000	2.8	Vermont.....	4,400*	27,000	16.3
Louisiana.....	1,300**	130,000	1.0	Virginia.....	5,000	198,000	2.5
Maine.....	11,875**	51,200	23.2	Washington.....	34,450	77,500	44.5
Maryland.....	6,800*	50,000	13.6	West Virginia.....	4,525	92,200	4.9
Massachusetts.....	5,600*	34,300	16.3	Wisconsin.....	20,885	195,500	10.7
Michigan.....	12,500	190,000	6.6	Wyoming.....	410	15,400	2.7
Minnesota.....	10,500	194,000	5.4	Total.....	454,100	6,315,050	7.2
Mississippi.....	2,500*	248,000	1.0				
Missouri.....	3,760	259,000	1.5				
Montana.....	660	40,000	1.7				
Nebraska.....	2,075	130,000	1.6				
Nevada.....	1,200	4,350	27.6				
New Hampshire.....	3,500	21,400	16.3				
New Jersey.....	11,800	29,500	40.0				

NOTE: Unstarred items, as estimated by the Rural Electric Service Committee (see report of May, 1929). Figures with * are estimated by N E L A Statistical Research Department on basis of degree of electrification in similar neighboring states. Figures with ** as estimated by same from annual statistical reports.

The Power Company —Dealer Sells



By
Clotilde
Grunsky

The dealers are selling more than 50 per cent of the ranges in this utility's territory due to a live co-operative activity with the central station.

WITH electric ranges used in twenty-five per cent of the wired homes in its territory, the California Oregon Power Company, headquarters at Medford, Oregon, ranks well toward the top of those who have done an effective job of range selling. It is therefore significant that of the 4,141 ranges now on "Copco" lines, about 3000 of them were sold through dealer channels. Even now, with the power company actively in the field of range selling, about fifty percent of all sales are made by the retail merchants of the territory.

Until 1927 the central station did not merchandise directly but promoted the sale of domestic current consuming devices by advertising, conducting cooking schools, and co-operating with contractor dealers. Quotas of electric ranges were set which the dealers were supposed to meet. In Medford, the headquarters of the power company, the dealers were entirely successful in meeting and indeed, exceeding this quota. For the past four years the required number has been exceeded by some fifty per cent. The power company in 1927 established retail stores in those parts of its territory where sales had been most backward and since that time has

been actively merchandising, continuing however, its practice of dealer co-operation. The result has been that while the number of ranges sold for 1928 over the entire territory was double that sold during the preceding year, the additional sales were not made at the expense of active dealers, who maintained their record of the year previous.

One of the methods of power company co-operation which has proved of greatest value to dealers selling ranges has been a method of picking prospects. All consumers on power company books are analyzed with a view to determining logical prospects for the purchase of an electric range. This selection was made on the principle that all those using more than a certain minimum of electricity for other purposes than cooking could, by the payment of a very small additional sum, secure the advantages of electric cooking, through the combination rate offered by the company to range users. A careful study of bills indicated that wherever the customer's previous lighting bill had run over \$2.00 per month, the electric range could be added and a practical saving effected in combined cooking and lighting bills. Utilizing

Picks the Prospect

the RANGE

¶ *The California Oregon Power Company analyzes customers' bills to guide range selling. Dealers get prospect lists and do 50 per cent of the business*

the figures obtained by this analysis of all bills, the district manager wrote a personal letter to those consumers coming within the selected class.

The letters, of course, were varied to meet individual conditions, but the following sample will indicate the method of approach:

Mrs. John Doe,
Medford, Ore.,

Dear Mrs. Doe

Many of our lighting customers have been interested in knowing that for a comparatively small extra cost monthly, a wonderful saving in kitchen work and cooking results can be made. We have taken the time to look up your personal account and find that you have been paying us under Schedule O (Residence Lighting Schedule) an average of \$2.10 per month for this service. An analysis of our combination lighting, heating and cooking rate (Schedule R) shows that for the additional sum of \$3.68 per month you can have the same service for lighting and sundry small appliances, also 150 kilowatt-hours of current for cooking each month. This amount of current is a trifle more than the average which is being used for cooking each month by the families who have this service in our territory.

Can you buy the fuel you are now using and take care of the ashes, build the fires and do many other things that are necessary with the use of coal or wood for \$3.68 per month? We will be glad to talk this over with you at your convenience. We feel sure that we can prove to you conclusively the saving we can make for you.

With kindest regards, I remain
Yours very truly,

Division Manager

At the time these letters are mailed, copies are sent to the dealers in the communities affected.

In addition to the list of prospect names, the power company furnishes the dealer with an electric range manual designed to present to the range salesman the best method of approaching the prospective customer.

The book outlines the best talking points of the electric range and stresses the importance of selling range service rather than the physical appliance. Tables of costs for preparing a series



of oven-cooked meals is included to indicate the operating cost of the range.

Electric merchants in Medford, Oregon, where dealer co-operation has been most effective, have taken their task of range selling very seriously. The People's Electric Store, of which O. O. Alenderfer, mayor of Medford, is one of the proprietors, maintains a staff of 17 employees altogether, with four salesmen, and seven service cars in the field. In addition to the extensive advertising carried on by the power company, the People's Electric Store expends about 1.5 per cent of gross sales on advertising and another equivalent amount on free servicing.

The servicing department of this company has been made one of its special features, with the cars in readiness to render service day or night. Four of the cars are provided with special bins for lamps and repair parts, as well as one complete range, one refrigerator and other equipment which thus enable them to serve as sales centers as well as field service stations.

The salesmen of the company have most of them come up through the service department and can do minor repairs on the customers premises without charge.

Another Medford dealer, the Medford Electric Company, of which H. W. Schaeffer is manager, has a record of having sold several carloads of ranges within the past year. This store is located within a department store building and although it maintains quite independent quarters, benefits to some extent from department traffic.

A record of range sales on the lines of the California Oregon Power Company indicates the sales job which this cooperation policy has promoted:

	No. Ranges at Close of Year	No. Added During Year	Per Cent Saturation
1920.....	765	235	11.3
1921.....	1,000	165	13.4
1922.....	1,165	485	14.2
1923.....	1,650	140	15.9
1924.....	1,790	264	15.9
1925.....	2,054	554	16.2
1926.....	2,608	533	18.0
1927.....	3,141	1,000	20.0
1928.....	4,141		25.0

During the same period the kilowatt-hour consumption per residential consumer has increased from 670 kw.-hr. per consumer to the imposing figure of 1,600 kw.-hr. per consumer per year.

And ranges are still being sold.

A Department Manager

Doubled *Appliance Sales*



"I decided I would do a worthwhile appliance volume or quit the game, so I set up a department, hired a manager and made him responsible. The answer is I am not going to quit."

Specialized attention and departmental organization builds the dealer side of this contractor dealer's business.

FOR 1927 the Central Electric Company, Battle Creek, Mich., grossed, in appliance sales, \$56,000. For a 12-month period, ending June 1, 1929, this concern's appliance billings were increased to \$121,000. Net profit 7.4 per cent.

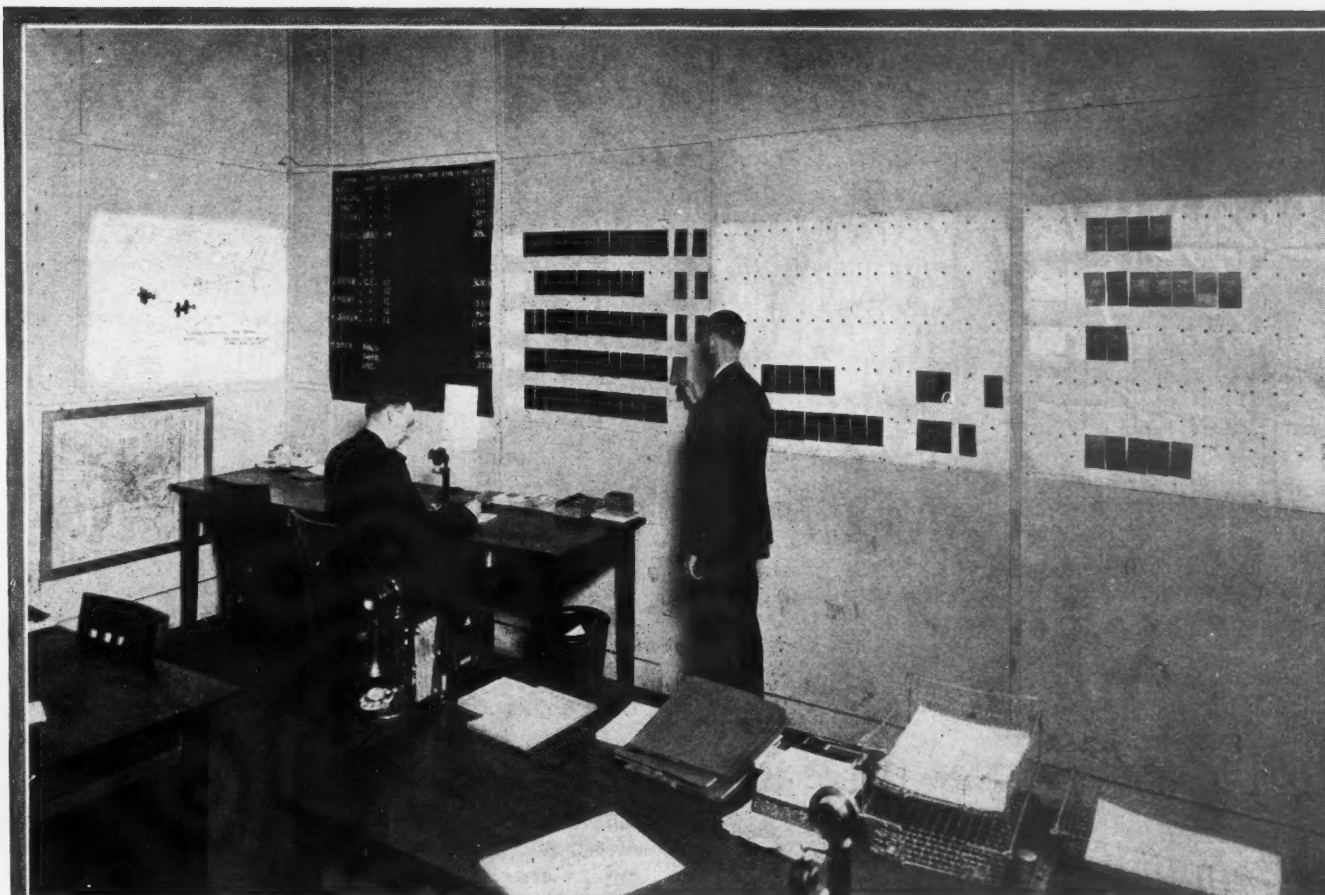
Supervision, specialization, did the trick.

"I got tired of fooling around with just an ordinary merchandising business," declares President L. R. Greusel, of this company "and decided that I would do a worthwhile volume or quit the game. So I set up a merchandising appliance department, hired an experi-

enced specialty man on a salary and overriding commission basis, and gave him full responsibility and authority to develop a field organization. The answer is—well I'm not going to quit."

Clarence Heyser, department manager, gives the following policies as reasons for his interesting showing:

Each field man gets exclusive territory. He receives a commission on *all* purchases made by any resident in that territory. His activity is further stimulated by an added two per cent bonus on all sales for the month, if he exceeds his quota for that month. Frequent



On the Sales Manager's wall are spread the territorial map, a monthly sales record and a demonstration board. Every man can plainly see his own sales standing in comparison with other men.

"contests", visual record systems, constant help from his crew manager and from the "big boss" are other factors which carry weight. He sells but one line.

Central's schedule of commissions is as follows: refrigerators, nine per cent on the salesman's own leads, six per cent if lead comes from the store; washers and cleaners, 15 per cent on the salesman's own leads, 10 per cent on store leads; radio or ranges, 12 and 8 per cent respectively. As stated there also is an extra 2 per cent when the monthly quota is exceeded.

Thirty per cent of washer and refrigerator sales are from store leads, the balance comes from cold canvassing. Radio and ranges show a reversal of these percentages, store sales and store leads being far ahead.

FROM the preceding, it is evident that contractor-dealer Greusel simply is applying the best practices of many successful specialty outlets and central station managers. Because of the aggressive selling practiced by his force of from ten to twelve outside men, he has attained a gross volume within less than 15 months second to none in Battle Creek.

But what of overhead—that disturbing factor when store operating expense and field commissions both must come out of one fixed spread?

"My net percentage profit showing is about 20 per cent better than during 1927," says Greusel. "My net dollars income is practically three times that of two years ago. Sales commissions and the losses incident with "pressure" selling have not eaten up the profit margin; for the reason that store overhead has not increased and therefore, my added gross profit has more than sufficed to carry both overheads.

Heyser keeps in touch with his field conditions by a set of records that tell the story instantly. These records are simple, consisting of a territorial map, a monthly sales record and a demonstration board.

Each man has his own territory, which is clearly defined on the pin map. This contractor dealer also believes in monthly sales contests. "The added bonus therefrom keep the men happy and increase production."

GROSS sales, per man, are posted weekly. Heyser's men average \$1,700 per month. These records—the map, the monthly sales record, and the demonstration board are shown in the illustration; the later on the right is an adaptation of an idea published in *Electrical Merchandising*, later adopted by a nationally known manufacturer of radio sets for its dealer's use, and here shown as revised by Mr. Heyser.

As here used each salesman is assigned a demonstration tag row. The first hook is left vacant by the salesman. On it are hung the store leads or special assignment orders. Thus the salesman, when he enters the office, can spot instantly any change in the status of his demonstration tags.

The hook next to the last is reserved for tags transferred from "demonstrations" to "returns." The one at the extreme right holds those tags on which have been stamped the magic word "SOLD." Commission accounts, which are settled once a week, are checked against this record.

Thirty per cent of Central's \$120,000 annual appliance business is attributed by Mr. Heyser to close supervision of field men, which is so ably supplemented by these graphic records.

William B. Woolston, manager of the electrical department of May's Department Store, Los Angeles, outlines the essentials to the sale of electrical appliances

The Manager of the Electrical Department Says—

BE FIRST WITH NEW MERCHANDISE



MR. WOOLSTON reads trade magazines and sends for new appliances of interest the minute they appear on the market. On occasion he has telegraphed an order and has actually been selling the article over the counters of his electrical department before the regular channels of national distribution had even heard of its existence. As a re-

sult, the housewives of Los Angeles have fallen into the habit of dropping in to the electrical department of May's just to see what is new. And when something a trifle unusual is wanted, they turn to May's as a good place to look for it.

DISPLAY MERCHANDISE IN OTHER DEPARTMENTS OF THE STORE

THERE is always some article from the electrical department on display near the entrance of the store on the ground floor, and in the household furnishings department. This has an advertising value for the particular article displayed or demonstrated and also calls to the mind of the passerby the fact that there is an electrical department in the store.

Co-operation between departments is fostered in every possible way. The company provides courtesy cards with which one department sends the customer to another department. These introduce the customer by name to an individual clerk, as a rule, and bespeak his special attention. In the same way the practice is encouraged of taking the customer from one department to another and making a personal introduction. This exchange is particularly important for the electrical and

household goods departments which are quite distinct and yet overlap in many respects.

Hold Periodic Sales. Through a very natural association of the name, May Day has become associated with May Department Store sales. These have become regular events in every department and are anticipated by housewives. In fact, so great has become the congestion during this month, that the store has adopted the policy of spreading its sales out to different seasons of the year, with great success. These events offer an opportunity to make legitimate reductions. That is to say, reconditioned, revert or shopworn material can be disposed of at attractive prices, as can also articles no longer to be carried. Articles of good value but not of standard makes can sometimes be purchased at an advantageous price and sold at figures which will attract the public. It is the practice of the department never to cut prices on standard articles which are its staple in trade. The greatly increased volume which usually results from a sale period is largely psychological. The public is in the buying mood. The word "sale" and the presence of certain actual bargains has brought them to the frame of mind that this is a good time to purchase. Standard articles at standard prices always make up the bulk of the equipment sold at such times.

KEEP MERCHANDISE OUT IN THE OPEN

MAY'S electrical department makes it easy for the customer to find what she wants without asking. The women's clothing department has learned that many a sale is made by allowing the woman to look to her heart's content without committing herself in any way. A housewife who is undecided as to her purchase will appreciate the opportunity of handling any article, looking at its price mark and making up her mind whether or not she wants it. It is a little more trouble to



keep stock looking fresh when it is on top of the counter but the increased sales are worth the trouble. As a rule the department is so arranged that reserve stock is stored directly under the counter or table on which the article examined is displayed. This makes prompt service possible.

FOLLOW UP STORE LEADS IN THE FIELD



THE main dependence of department store selling is on store sales—and properly so, but there are certain forms of merchandise such as washing machines and ironers, which require a field follow-up. The policy of the store in this connection is to follow leads into the field if necessary whether they come from store contacts or from former customers. No house-to-house canvass is undertaken, for

the reason that the store does not want to enter into the realm of pressure selling. Undoubtedly the volume of sales of washing machines and similar devices could be greatly increased by a more aggressive policy, but also the amount of "grief" involved would also increase. By confining field selling to closing sales and by requiring a 10 per cent minimum down payment, reverses have practically been eliminated.

Trade-ins are taken, but only on the basis that their cost be shared by manufacturer, store and salesman. The burden which falls on the salesman is only one-fourth of the trade-in allowance, but it is sufficient to limit his desire to accept them. The machines are not resold, but are scrapped so that they cannot be remodeled and placed on the market a second time through other channels.

The salesman handling these larger appliances is required to follow up all sales made by a courtesy call within two weeks after the article is sold. This is for the purpose of developing prospects. A particular effort is made to interest present owners of electric washing machines in the purchase of an ironer.

Above all, the distinguishing characteristic of the department is set at "friendliness." The sales people are taught that the customer is right, not only because it is the policy of the store to follow this program, but because experience has shown that it pays to make friends. A friendly department, where the merchandise is effectively displayed and is easily accessible; where some demonstration of real educational interest is always sure to be going on; where the latest merchandise is always to be found; there the sales personnel is a little above the average—no wonder it has come to be widely patronized.

MAKE PERSONAL CONTACT

SOME demonstration of the type which attracts the passer-by to stop and ask questions is always under way in May's electrical department. These demonstrations are given by the store's own employees (not by



manufacturer's representative) for two reasons; contacts made in this way are particularly valuable for later following up; and because May's electrical department is being sold rather than the name of any one manufacturer.

One of Mr. Woolston's pet ideas is to stage a succession of educational weeks, during which some special appliance will be featured. During the week devoted to electric toasters for instance, toasters of various makes—will be demonstrated in the department; toasters and toast making will be featured in advertising and customers will be urged to bring in toasters needing repair. Another week devoted to percolators and coffee-making and another to waffles will carry out the same sort of program.

EMPLOY SALESMEN RATHER THAN ELECTRICAL EXPERTS

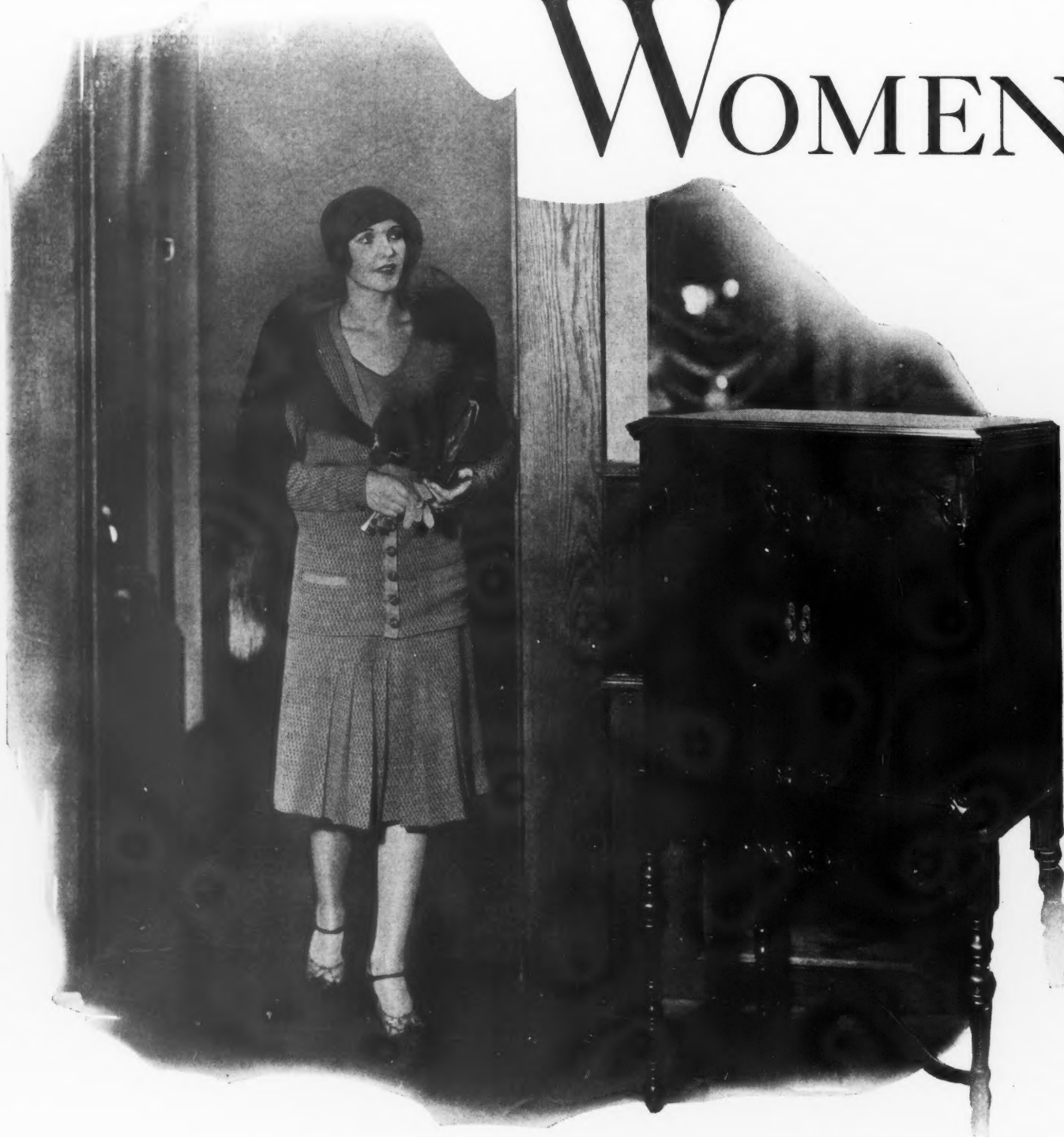
MR. WOOLSTON obtains sales people from among successful salesmen in other departments, rather than by attempting to train electrical experts in the art of selling. The policy of the store is to require that sales employees shall have had at least two years of high school. An initial sales course is given all who are taken on to the staff. At the time of a special sale, of course, large numbers of extra help are required. These are given a short course of instruction by the store. In addition the electrical department requires that they be employed at least one day before the sale, so that they may become thoroughly familiar with the layout and stock of the electrical department. Payment of all salesmen is on a salary plus bonus basis.

DISPLAY APPLIANCES IN QUANTITY



ONE article on display attracts no attention, but a table-full of them causes the shopper to pause and examine. Not only is she invited to notice the merchandise in this way, but she gains the impression that here is a place which specializes in these things. Major appliances in volume have the same attraction.

WOMEN



THE first retail outlet for radio was the electrical merchandise store. Here "wireless," as it was known in those days, first made its appearance. There it would have stayed had the electrical merchandiser adapted his methods to the new product. Today, radio is sold in specialty radio stores, in music stores and in furniture stores—the electrical store no longer dominates the retailing of radio. These other retail outlets gathered radio unto themselves and stole it away from what, logically thinking, should have been its main distributive channel.

The electrical merchant must concentrate on cabinet models, attractively displayed, if he is to get his share of fall business

As one who has handled retail radio sales amounting to more than ten million dollars in these years, the writer feels that an exposition of the weakness in radio merchandising by the electrical dealer might well point the way to a better radio business

by these merchants during the coming season.

The electrical merchandiser has too often thought of radio in terms of circuits and tubes and wiring and aerials. One need only point out what every radio manufacturer knows—that the electrical industry despite its low rank in the total volume of radio business retains its

Are Buying RADIO

By

Edgar V. M. Gilbert

As Sales Manager for Landay Brothers, New York chain music and radio stores, Mr. Gilbert directed the retail sales of some ten million dollars in radio merchandise during his two and a half years' service. His advice to the electrical merchant is therefore based on a successful merchandising experience.



lead as the major outlet for the table model set.

The primary thing that the electrical merchant must remember in preparing for the coming radio season is that the mechanics of the sets are of secondary importance. The table model represents (especially in the larger communities) a very small part of the business. The radio retailer today sells furniture. Cabinet models are wanted—your stock should be varied and enticing to the feminine purchaser. Whereas a few years ago very few women would dare consummate the purchase of a radio set because they were doubtful as to whether or not the set would function, today she has no hesitancy in buying a set. The assumption is that known, advertised makes do function: the choice remains as to what physical form the set will take. Radio merchandising must be directed to women this season if you are to be successful.

The physical appearance of the department in which the sets are sold must therefore be attractive to feminine customers. A group of sets crowded together, placed in the middle of your store floor without an attempt to show their cabinet beauty will not attract purchasers. Rather have fewer sets—well and individually displayed in clean, airy and attractive space—the closer to a home atmosphere you achieve the better your chances for selling success. Keep all sorts of electrical appliances out of the radio department. Clear it of wires and batteries and accessories. Your radio department should look as much as possible like a high-class furniture exposition. Remember you are selling enjoyment—housed artistically.

TO FURTHER help the tendency toward the general assumption that the sets will perform adequately, choose your lines, if practicable, from the better known makes. This is especially important where only a few different lines are carried. The retailing of the advertised lines will aid you in devoting your sales talk to the beauty of the cabinet, the ease with which the set is operated. It will clear your sidewalk of technicalities; naming a known make will dispose of the question of operation and allow you to concentrate on the enjoyment qualities. Only the best retail salesmen can profitably sell unknown private brands. Unless you have a high-pressure staff, you had better merchandise with advertised lines.

The best selling point that the electrical merchandiser has in connection with radio, one that will bear great stress, one that will convince the doubtful customer as to your pre-eminence as a source of radio is that of the installation of the set. Your knowledge of electrical ap-

paratus can here be brought to bear on radio merchandising. For of what use is an inadequately installed set? Is it not the weakness of the furniture merchant—of the music merchant—that he has absolutely no experience with service departments? Isn't it generally true that you hear many complaints of the installation methods of the specialty radio house—of their makeshift aerials, etc. Use this appeal as a closer where the customer brings up the idea that she may want to shop in other retail stores. Promise and deliver the sort of installation that you know is necessary. Al-

ready there are signs that these other branches of radio retailing will themselves pay greater attention to the installation—you should be the first in your community to make a point of it. Use it in your advertising and on your floors and in your windows.

As for selling methods, the first recommendation is that your radio salesmen be exclusive radio men not permitted to sell in other departments. Today intensive selling effort is necessary to close the sale. Only specialty men will have the time and the ability to concentrate on the radio prospects—insist on this. Your men must be genteel, neatly dressed, and know radio. They should be familiar with most of the sets on the market, so that they can discuss intelligently the lines mentioned by the customers. No blue-denim-ed, grimy-faced, dirty-handed employees can hope to talk cabinet radios with your prospects. Your men must be of the calibre found in music merchants' shops. Such men are easy to get.

These men should talk broadcasting. Talk about the program of last evening or the features scheduled a few days hence. Ballyhoo the advance program—talk of some near-future outstanding broadcast—surely the customer won't want to miss it. After all, the radio sets serves only the purpose of bringing in the broadcast. If the customer is impressed with the broadcast, if she is thinking of buying a set, this talk on broadcasting will help close the deal.

YOUR salesmen must be prepared to spend considerable time with each customer. The department store type of sales clerk is of no use in your radio department—very few sets these days are "wrap ups." They must be prepared to offer a home demonstration and to go out on the home demonstration and explain the merits of the set in operation to both members of the family. Within forty-eight hours of the time the set is received in the house for a trial demonstration, it should either be sold or brought back.

Practically everywhere outside canvassing is important. The merchant who is getting radio business is the merchant who has salesmen selling outside the store constantly. There is no need for pointing out the dire pitfalls of canvassing promotion work. Apply all your gained knowledge to the selling of radio—you'll get business. It was canvassing that saved the automobile dealer in the days when all the pseudo statisticians were raving about saturation points. It is canvassing that will develop retail radio businesses this coming season.

Cold canvass is, generally speaking, expensive. Telephone surveys which yield names and addresses and information on prospects are going to be widely used. Follow-up on purchasers of two years or more ago will be productive—there are indications that the life of the average radio set in the home is about two years. Follow-up on the prospects who have dropped into the store to look over the sets should be assiduously maintained. Some retailers use the floor men for this kind of follow-up, allowing them to go out at night or one day a week or to make appointments over the telephone. But assuredly some sort of follow-up on the valuable leads given by the customers who walk out without purchase should be installed.

NO RADIO dealer this coming season can afford to ignore the trade-in situation. You must determine your policy—good merchants limit their trade-in allowance to 10 per cent of the list price of the purchase. Let this fact be your guide. Some limit the allowance on home-made sets to \$5 or \$10 on the assumption that these are utterly worthless from a salvage standpoint. Some take trade-ins sight unseen; others examine the set and judge its re-sale worth. The better method is to work by the law of averages. If you intend to get volume, make your allowance on a percentage-of-sale

plan. Larger trade-in values are offered, of course, on discontinued models or odds and ends of stock.

Don't show trade-in sets with your new stock—either dispose of them through the other channels; confine your store selling effort on them to certain seasons of the year; institute special sales, or else show them in an isolated part of your store. There is nothing that will make your stock look as poorly as an accumulation of old sets. Remember that in selling these sets your first loss is your best loss—sell them as quickly as you can—get rid of them!

Watch your windows. Let them tell a definite story to the passing women of the charm of your cabinet, of the variety of your stock, of the special value you are featuring. But tell one story and tell it as well as you can. Remember to make it as interesting as possible from the use of the product standpoint. Feature one set at a time—somewhere in the window let the customer know that you are willing to extend terms and that you will make an allowance for old sets.

Also offer a demonstration in the home either constantly in your window display or at least from time to time. Display radio all the year round if you intend to sell radio. Remember that the good radio set isn't purchased on the spur of the moment—it is a planned expenditure and today's display may bear fruit weeks from now.

Unless the electrical merchant makes some sort of effort along these lines, not only as to the merchandise offered in his radio department, but also to the type of selling effort made by his employees, what hope is there for this industry to secure its just share of radio business? Will you let the music merchant and the furniture dealer as well as the radio specialist continue to take from you what is rightfully yours?

The secret of radio success for the coming season is intensive effort.

Q“Radio merchandising must be directed to the women this Fall if you are to be successful . . . Keep appliances out of the radio department . . . Clear it of wires and batteries and accessories. Your radio department should look like a high-class furniture exposition.”

\$5,380 GROSS—from “Combinations”

ANOTHER business-building opportunity for electrical dealers which recently has come to the fore is selling combination radio-phonograph units to former purchasers of radio receivers.

During three months the McHenry Electric Company, Parkersburg, W. Va., called on 56 of its most likely customers and sold 17 combination sets at an average price of \$316.50—total gross, \$5,380.50.

Here is an activity which quickly runs into real money, says E. J. McHenry, and here is how it was managed.

This contractor-dealer knew little concerning the worth of “recorded music”—but he did realize that many of his well-to-do radio customers were just about ready to buy a new outfit, *provided* the new proposition was sufficiently superior to their present equipment. The modern combination set offered just that inducement,

and its list was high enough to permit quoting a real trade-in allowance on the old sets, some of which were less than 15 months old.

This allowance averaged \$40. Altogether eleven trade-ins were negotiated. Seven of these used sets already have been resold at ten per cent better than the buying price.

“Knowing little about the musical value of recent records, or the need for electrical production of recorded music, I first discussed this subject with one of our leading musical authorities,” said McHenry. “I sold her a \$316 combination set, obtained her enthusiastic endorsement and her reasons for desiring a phonograph as well as a radio. Armed with this ammunition my radio manager contacted, personally, 55 other prospects of similar possibilities, with the satisfactory results above noted.”

We **Stopped Overselling** **IRONERS**

*Says the Washington
Water Power Company
and now three out of
every four washing
machine customers buy
them*



PREVIOUS to last fall the efforts of the Washington Water Power Company, with headquarters at Spokane, Wash., were not particularly successful in the field of electric ironers. At that time the company set about analyzing its sales methods in this field and discovered that along with a scarcity of sales went an unusually large number of reverts. In other words, the customer was not entirely satisfied with the article. Therefore she did not advertise it with enthusiasm to her neighbors and therefore sales did not build up as they should.

There was nothing wrong with the appliance itself to cause dissatisfaction and attention was therefore turned to the company's methods of selling. It was found that in common with most other advertisers of this product, the company was announcing that the ironer would do at least 95 per cent of the home ironing. The demonstrator was on hand to verify the estimate by ironing intricate articles with apparent ease and very satisfactory results. Every statement made was true—but the trouble was that every housewife was not able to operate the machine with the demonstrator's degree of perfection.

THE result was that the housewife, attracted by the advertising and the skilled work of the demonstrator, purchased the machine or, to put it into other words, purchased what she supposed to be an easy method of doing 95 per cent of her ironing. When she found that she was unable to iron the most difficult pieces with success on the first trial, she was very prone to become dissatisfied and to return the ironer as unsatisfactory. Even if she did not, she did not boost the new equipment with her friends and sales did not build up as had been expected.

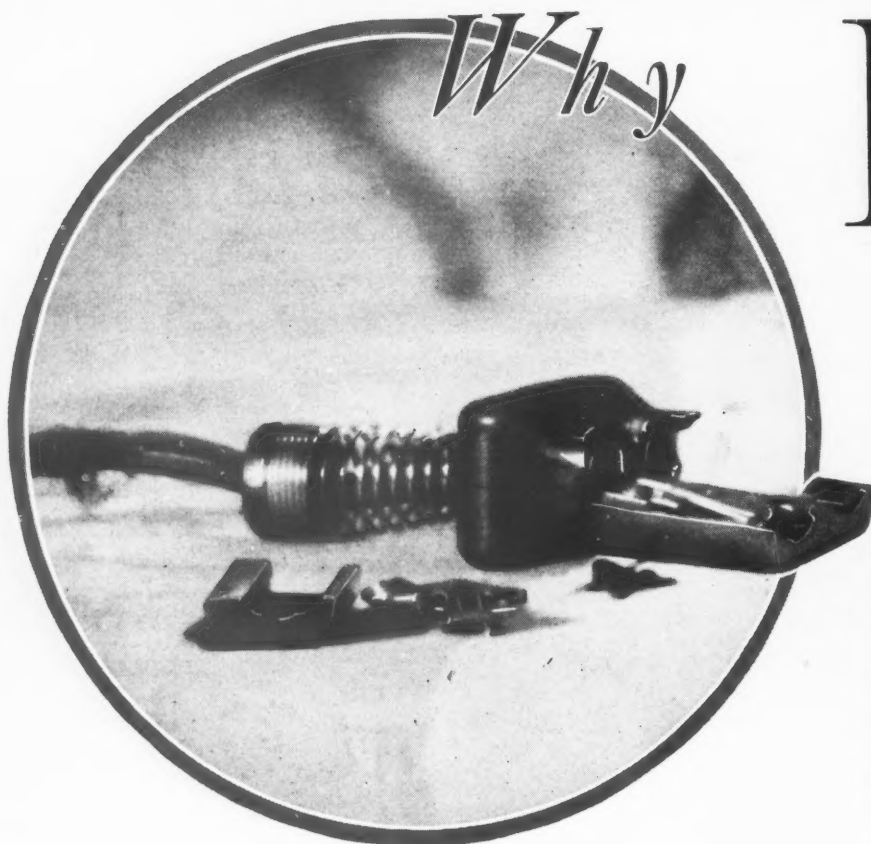
With the advent of the washer and ironer combination at a low price, it was discovered that the ironer

could be sold on the basis of its ironing of flat work alone. This constitutes 90 per cent, and the most laborious part, of the home ironing. Advertising and sales talks were focussed on this saving of energy for the housewife and it was pointed out as a mere incidental—that those users who so desired could learn to do the more difficult pieces after sufficient practice on flat work to get the "feel" of the ironer.

The demonstrator was dispensed with altogether. The regular salesman who was handling washing machines could show the housewife how the appliance worked with simple pieces and would give no false impressions by achieving better results than could the housewife herself. If later on, the housewife wished special instruction on the use of the machine, this was furnished in due time.

THE Washington Water Power Company naturally desires to further the sale of ironers. In their set-up for the fall and spring washing-machine campaigns, therefore, the monthly payments asked of the customer are based upon the price of the washing machine and ironer combined. Should the customer desire the washing machine alone, the amount of the monthly payment is not reduced—simply the number of months over which the payment must be made is smaller. As psychologically the customer usually reckons the cost of the article in terms of the amount of monthly payment, rather than the total to be paid, the ironer seems to be thrown in almost free of charge.

As a result of these new and simpler sales policies, the sale of ironers has enjoyed a gratifying increase. In the two campaigns conducted by the company with the last six months, in fact, ironers were sold with 76 per cent of all washing machines. And, with no special store or home demonstrations selling costs are reduced.



Heater

Questions of Quality Industry Conference

By H. J.

Chairman, Heating Device

THE distressed young lady" shown on Page 110 of the August issue of *Electrical Merchandising* "who wants to finish her ironing but has broken her heater plug," raises the question, "Why do heater plugs break?" or more particularly, "Why do flatiron plugs break?"

Before we take up the question of standardization of heater plugs from the standpoint of interchangeability, we had better settle on the desirable qualities for heater plugs, and establish a safe minimum standard.

Manufacturers of heating appliances, especially flatirons, are asking the Underwriters' Laboratories to set up a minimum quality standard on cord sets, having in mind both the cord and the appliance (or flat iron) plug.

Because a cord set is a current-carrying article, alive when in use, any trouble with the cord or plug introduces an element of casualty or fire hazard, and hence a proper minimum quality standard set up by the Underwriters' Laboratories, adhered to by the manufacturers, and supported by the trade, will give the public a satisfactory and serviceable article.

WHY do heater plugs break? There are plugs on the market which do not break, others break easily, in fact, they are quite fragile. Some plugs are made with a steel casing, others with a partial metal housing over the moulded material, and others with a moulded material properly selected and the structure properly designed for the service to which the plug is to be put.

One of the chief sources of trouble is that interchangeable plugs to fit all kinds of appliances and flatirons have been offered to the public, without due regard to the service required of a flatiron plug. A little arcing in the contacts, a careless leaving of the iron with the current on, or prolonged use of iron, will generate enough heat to weaken, if not disintegrate, many of the appliance plugs on the market. When a plug has been weakened by overheating it will readily break if dropped

on a concrete floor, or banged against a hard surface, or if subjected to the strains which occur sometimes when the plug is pulled off. To illustrate the last point, assume that the upper bolt that clamps the plug halves together has become slightly loosened; if the cord is not pulled vertically, but at a lower angle, a severe strain is put on the plug half and breakage may result.

One of the leading flatiron manufacturers has improved the quality of his plugs 300 per cent by insisting that all plug halves furnished by the manufacturers of moulded compounds shall pass an impact test.

These questions were all discussed at a recent Industry Conference on cord sets in co-operation with the Underwriters' Laboratories. It was attended by representatives of the manufacturers of heating devices, heater cords, and heater plugs; and of the Laboratories.

Information was submitted to the conference showing the result of seven plugs bought at random on the market. These showed a wide range of strength when tested on the impact machine shown on the accompanying illustration. These plugs may be taken as typical. The poorest stood an impact of only 3.2 inch-pounds, while the highest stood 29 inch-pounds. There are all grades in between, the second highest showing 20.1 inch-pounds.

A MORE striking test, however, is made after the plug halves have been heated in an oven at 570 deg. F. for 48 hours. Two plugs show a slight gain in strength, one shows a very decided gain, but the most show losses. A plug which tested at 8.4 inch-pounds of impact before heating, showed only 1.3 inch-pounds after! The plug, however, which showed 29 inch-pounds before heating, showed 41½ inch-pounds after heating, indicating that it is very possible to produce a material especially suited to stand the heat to which a flatiron plug is naturally subjected.

It will be seen from the foregoing that a higher standard for flatiron plugs compared with appliance plugs is needed from the standpoint of strength.

The next point of interest is the matter of contacts. A toaster or percolator, for example, requires very little duty from the contacts and terminals compared with the flatiron.

From the table a wide variety will be noted. Some of the interchangeable kind are equally good on both round and flat terminals, and yet not good when compared with

Plugs BREAK

*Discussed at a Recent
on Heater Cord Sets*

Mauger

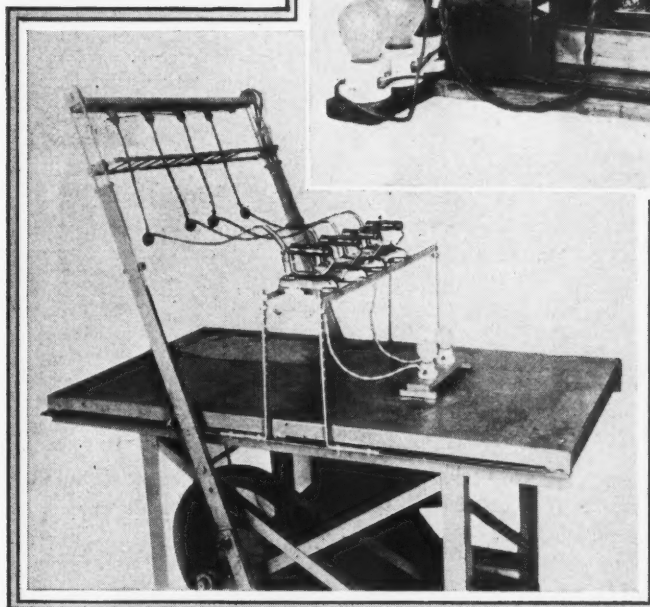
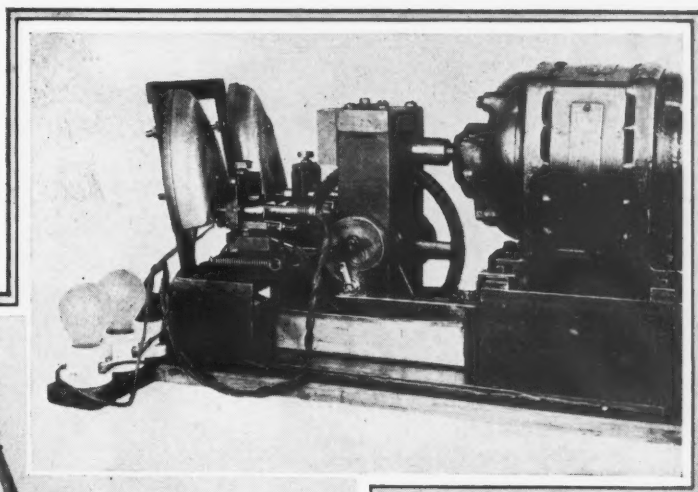
Section, N.E.M.A.

the best. Some are very poor on both round and flat terminals. One is very good on flat terminals, but almost twice as good on round ones.

From the foregoing, it is obvious that the Industry Conference has quite a problem to determine what the proper minimum standard should be. The requirements for a flatiron are so different from ordinary table appliances, that a separate standard will probably be required for flatiron plugs.

Regarding the cord, the heating device manufacturers sometime ago asked for a separate standard for flatiron cord. The work done by a previous Industry Conference in setting up a standard for heater cord requiring a minimum of 1,000 cycles on the Underwriters' test machine, which was developed for the purpose, was a constructive contribution to the industry. While such a cord is quite satisfactory for ordinary appliances, the principal manufacturers of flatirons are not satisfied with the standard for flatiron cord, because in order to provide cord which gives satisfactory life they have to use one which will give two or three times the life measured on this Underwriters' machine. The reason for this is obvious: flatiron cord is subjected to constant motion under heat during the process of ironing; and flat irons are used many more hours than the ordinary heating appliance. It is the recommendation of some of the leading manufacturers of flatirons that a tentative minimum standard of 2,000 or 2,500 cycles be adopted now until the Underwriters' Laboratories Industry Conference can work out a better one.

The writer ventures to predict that the practical solution of the problem lies in standardizing, by the manufacturers, a flatiron plug adapted for flatiron requirements, and an appliance plug which will be distinct in appearance and in size—both meeting the requirements of the Underwriters' Laboratories' Standards.

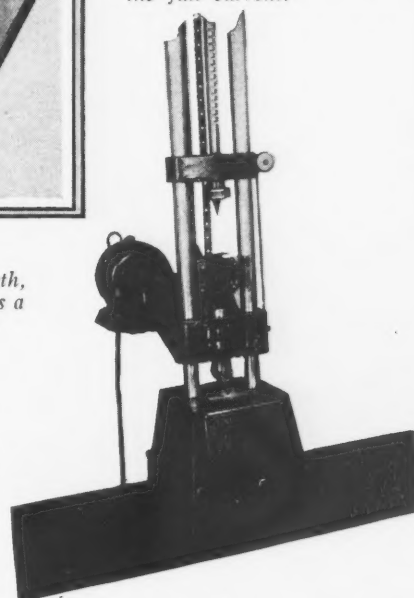


Flat Cord Testing Machine

The arm carrying the cord swings back and forth, making 1,800 cycles per hour. The ball weight gives a snap which jerks the cord at the end of each cycle.

Flatiron Plug Testing Device

The flatiron plug is pushed on and then pulled off with a snap 720 times an hour. The plugs carry the full current.



Olsen Impact Testing Machine

The action resembles that of a pile driver—the height from which the weight drops is increased in steps of 1/2 in.

The following results from tests indicate the life in cycles of making and breaking contacts of the seven plugs.

Life in Cycles		
PLUG SET	ROUND TERMINALS	FLAT TERMINALS
1	12,323	13,700
2	20,610	22,273
3		
4	11,785	10,765
5	34,091	38,035
6		18,801
7	107,793	49,758
8*		60,000-100,000

**A standard flat prong flatiron plug.*

Lighting the Salesroom

*A how-to plan for showroom illumination in which
50 years of lighting progress are graphically portrayed*

THOSE responsible for the success of the showrooms of central station companies, where often the only contact is made with the utility's consumers, are eager to exhibit equipment representing new developments both in appliances and in the lighting field. To create interest these exhibits often depart considerably from the strictly commercial aspect, and show apparatus of local or historical value. The following suggests how central station salesrooms of the usual type may be equipped to bring before commercial customers the advantages and benefits of adequate lighting, and also at the same time tie-in the local utility with the widespread celebration of Light's Golden Jubilee, the fiftieth year since Edison invented the first commercially successful incandescent lamp.

A show room maintained by one of the larger lamp manufacturing companies having on display a carefully selected line of electrical merchandise, was chosen for the installation. In this were installed six combination units with inclosing globes, together with fixtures of 1879 and 1904 designs, the construction of all of these being detailed below as a guide to those managers who wish to take advantage of the present public interest in lighting and equip their stores in a similar manner.

In the usual method of procedure the visitor is told the need for adequate lighting and the appearance of the store under an efficient level of illumination is shown to him, this being contrasted in a most striking manner with the appearance of the interior under the intensities in common use 25 and 50 years ago. Each vital point in the demonstration is further emphasized by a series of concise messages which appear at the will of the operator upon several transparency boxes located above a number of fixture booths in the rear of the show room. The demonstration has aroused a great deal of interest among visitors as it emphasizes graphically the great strides which have been made in the development of lighting and lighting fixtures in the period since fifty years ago.

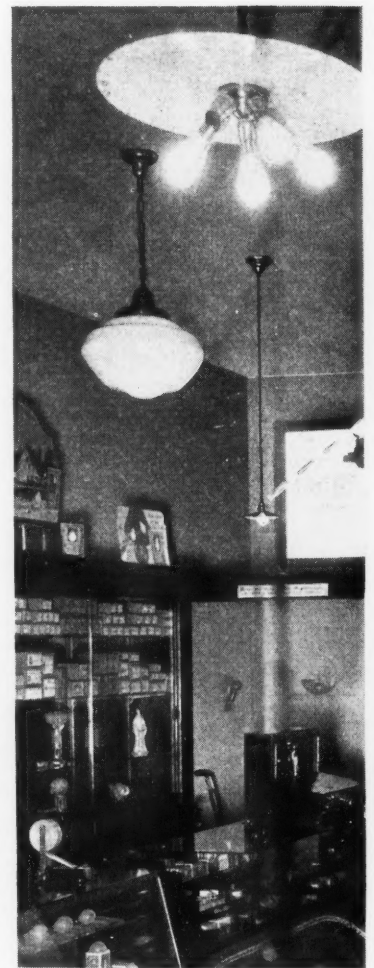
IN order to provide different levels of illumination equivalent to those obtained through the use of 100, 200, 300 and 500 watts per unit, fixtures were assembled of standard parts. The style followed was that of the regular commercial store lighting unit, and a simple chain hanger similar to the Ivanhoe No. MO-643 in bronze finish, with an 18 in. diameter inclosing globe with 8 in. fitter, similar to Ivanhoe Celestialite No. 5662,

were used. The sockets were mounted on a circular piece of heat resisting composition material, such as transite, etc., $\frac{3}{8}$ in. thick, which was secured in the housing which ordinarily incloses the porcelain socket when one single lamp only is used. If this heat resisting material is not readily available, several of the composition wall boards, such as compoboard, may be used with success. On this disc four No. 50,715 cleat receptacles were mounted at equal intervals with small machine screws and nuts on a $4\frac{1}{4}$ in. diameter circle, in accordance with the template shown in one of our illustrations.

TWO 200 watt clear MAZDA lamps and two 50 watt inside frosted MAZDA lamps were used in each unit, each pair of these being placed in the sockets opposite to each other. This construction is exceedingly simple and offers no difficulty in assembling to the wireman. An accompanying sketch shows the appearance of this assembly when completed.

By connecting each of the 200-watt lamps on an individual circuit, and the two 50-watt lamps on a third circuit, the wattage values desired are easily obtained. In other words, the two 50-watt lamps are switched on for the 100-watt level; one 200-watt for the 200-watt level; the two 50-watt and one 200-watt lamp for the 300-watt level; and all four of the lamps for the 500-watt level.

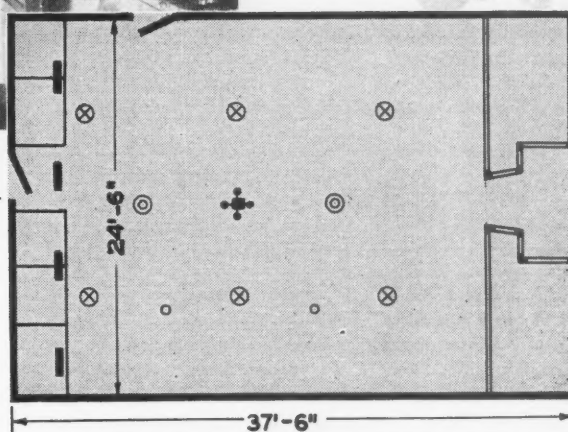
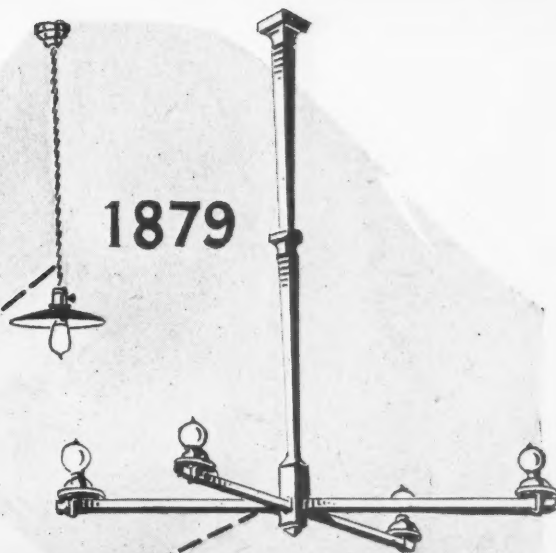
These three circuits are controlled by a gang of three switches which are operated in such a manner as to give the wattage corresponding to the illumination level desired. This arrangement of three separate switches gives



for the Jubilee

By W. E. Clemson

Edison Lamp Works of G. E.
Harrison, N. J.



- ⊗-MULTIPLE CIRCUIT COMBINATION UNITS.
- DROP CORD PENDENTS.
- ⊙-5 LIGHT CLUSTERS.
- ⊕-4 LIGHT 1879 STYLE FIXTURE.

a much more flexible control than is possible through the use of a three-circuit electrolier switch.

It will be found that after placing the lamps in the sockets that the overall dimension across the two 100-watt lamps is about 1 in. larger than the minimum diameter of the neck of the inclosing globe. This, however, does not prevent the group from being assembled to complete the fixture. Two 50-watt lamps and one 200-watt lamp are placed in their respective sockets and the neck of the globe passed over them. The bottom of the globe is then held in the left hand with the entire globe shifted slightly out of center and not quite up to the holder. Space is

then available for inserting with the right hand the large part of the bulb of the remaining 200-watt lamp in the globe, and the lamp can then readily be screwed in the remaining socket by turning the neck of the bulb with the fingers. This operation is not at all difficult and has been done numerous times by a maintenance man while standing on a step-ladder.

The commercial units described above are indicative of what we may expect in present-day commercial applications, while for the lighting of fifty and twenty-five years ago, fixtures are exhibited showing the designs in use at those periods.

To represent the style of 1879 a fixture was constructed quite similar to those used by Edison at Menlo Park; and to simulate the installation of 1904, two multiple lamp cluster fixtures were used in the center of the store, together with two drop cord pendants over the counters.

A QUITE faithful representation of the electric fixtures installed in Edison's early laboratory may be easily made. This is a simple four-arm design having a single lamp placed upright at the extremity of each arm and is suspended from the ceiling by a single stem. If it is desired to adhere closely to the lines of the original design the construction may be entrusted to a local cabinet maker; but if strict adherence is not desired a satisfactory fixture may be made by almost any one familiar with woodworking tools.

A small brass shell receptacle of the concealed type similar to No. 50,717 is placed at the end of each arm upon a circular piece of compoboard $3\frac{1}{2}$ in. in diameter, and the entire assembly, which is shown in the accompanying sketch, is painted dark brown to match the dark brown color of the wooden stem and arms. Round bulb carbon filament lamps resembling closely enough Edison's original lamp for the purposes of this demonstration, may be purchased in a local five and ten cent store; or, if desired, the MAZDA lamp manufacturers have made available this year a replica of Edison's first lamp, together with the socket, at a price of 90 cents each.

The cluster fixtures mentioned above were assembled with a plain hanger, a 5-light cluster body, and an 18-in. flat white opal glass shade. It happened that these two shades were received from the supply house in a quite dirty condition covered with dust, finger prints, and traces of oil and grease, and in order to illustrate the lack of maintenance which was prevalent at that period, and also to drive home by demonstration the need for proper cleaning of all lighting equipment, the shades were installed unwashed. The neglect of lighting equip-

ment at that time was also further shown by purposely omitting the placing of a lamp in one of the five sockets of each fixture. This idea was further carried out in the equipment of the cord pendants over the counters, one of these being supplied with a flat white opal glass shade and the other with a flat tin shade painted green on the outer surface. Both the clusters and the cord drops were equipped with carbon filament lamps.

Switch control is provided so that the 1879 fixture, and the carbon filament units may be turned on individually.

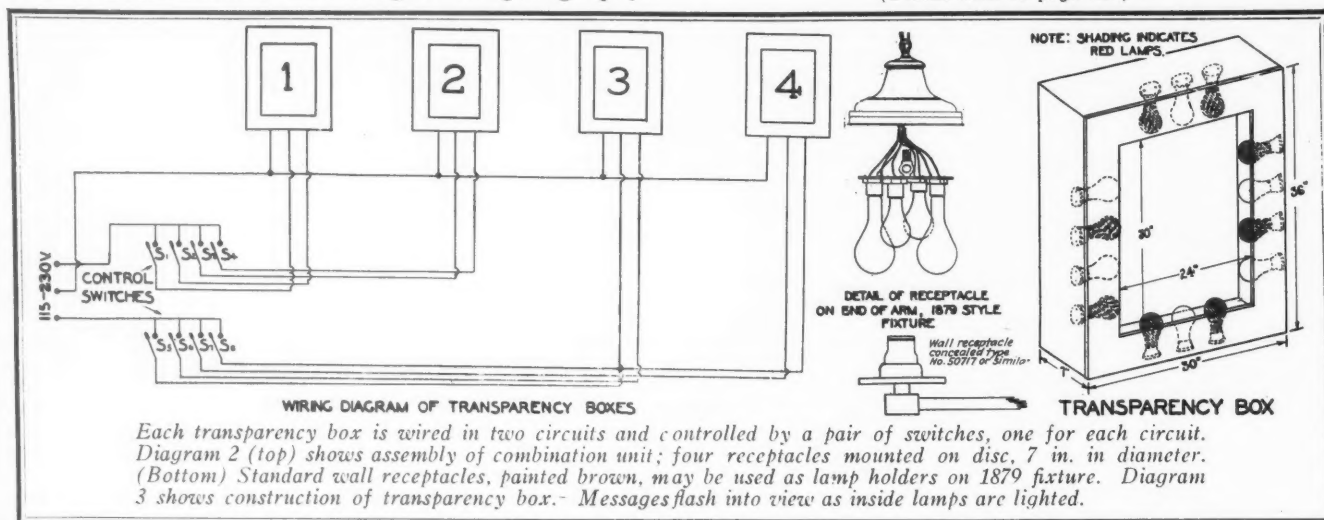
In order to convey to the visitors the desired message in a forceful manner, signs were lettered on transparent material such as linen, which formed the front faces of four neatly constructed boxes which were finished in a color to harmonize with the interior decoration of the store. These boxes, having the dimensions indicated in the accompanying sketch, were each fitted with 14 receptacles, seven of which contain inside frosted lamps, and seven red lamps, wired on two separate circuits. The lettering is in black and red and is placed on the reverse side of the transparent material. When the red lamps are lighted the black lettering appears, and the red lettering is invisible. When the inside frosted lamps are turned on both the black and red lettering are visible. By proper sequence of switch operation it is then possible to bring before the visitor a series of eight emphatic messages in predetermined order.

A MOST flexible system for controlling the lamps behind the transparencies was installed. A series of eight single pole tumbler switches were neatly assembled in gang boxes, one switch of each of the four pairs being connected to the red lamp circuit in its respective box, and the other to the inside frosted lamp circuit. By this means any one of the eight separate legends which are painted upon the transparencies may be shown at will. For convenience in wiring, at each box was installed a two-gang outlet, each gang of which has a single outlet flush receptacle, one connected to the red circuit for that particular box and the other to the clear. In this manner an appearance of neatness was obtained in connecting the boxes as but two flexible cords extend from each box to the wall outlet.

The relative locations of the transparency boxes and the different lighting units may be learned by referring to the illustration of the plan of the store.

The story is told in a simple, direct manner. The visitor is shown the store lighted by 100-watt MAZDA lamps and the illumination level and cost is brought to his

(Please turn to page 100)



Carrying a refrigerator display to the customer. Special truck described in a letter to the editor.

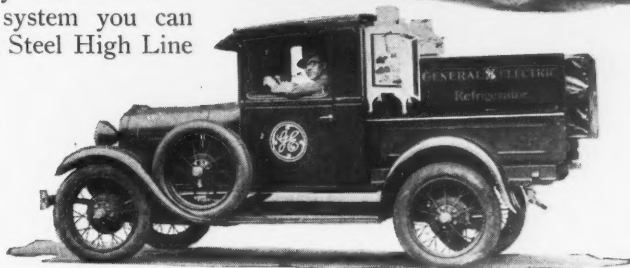


For Farm Line Demonstration

Editor *Electrical Merchandising*:

MR. M. B. Mendenhall of our organization, who travels the properties of the Central States Electric Company and the Iowa Railway and Light Corporation has long felt the need of a light truck from which to demonstrate electric refrigerators to farm line customers. The two above-mentioned Utilities have a very extensive farm line system with few company display rooms in which to show merchandise. With few display rooms and a highly developed rural electrification system you can readily appreciate the value of the "All Steel High Line Special." Mr. Mendenhall recommends this method of selling very highly and his monthly average of 125 to 150 machines sold certainly backs up his judgment.

We have many times in the past thought of carrying an electric refrigerator in a truck for demonstration to farm line prospects, but always the problem of properly carrying the refrigerator came up. Here we have a very simple yet highly efficient method. An angle iron frame or cradle padded with felt is constructed around the refrigerator. At the center of gravity, which was carefully ascertained by a balance test, is a ball bearing roller which works in a track fastened to the bed of the truck. When the truck is moving from one farm home to another the refrigerator and cradle are secured in place by hold-down strap



An iron cradle holds the refrigerator so balanced as to be easily brought out or replaced in the truck.

attached to the frame which fits over a bolt in the bed of the truck. Two wing nuts are all that are necessary to secure this hold-down strap. In five minutes after arriving at the prospect's home the refrigerator is ready to demonstrate. The short legs are necessary due to the low height of the truck from the ground.

P. H. SAWYER, Treasurer,
Midwest Refrigeration Co.
DES MOINES, IOWA.



“Heat *for* Healthy People”

Sells 2,717 Pads

THE Central Illinois Public Service Company believes in the sale of heating pads. A campaign last February demonstrated the merchandising possibilities of this appliance with 2,717 orders; gross sales, \$21,700. The figures tell but part of the story.

“We pinned the responsibility for making this effort a success on our girls and we stressed heating pads for *healthy people*,” states Ray Glover, general merchandising manager.

While these two policies were cited as major reasons for a flood of pad orders which exceeded quota expectations (1,000) by 272 per cent and topped sales for the entire prior year (296 pads) by 918 per cent, the desirability and appropriateness of the combination sale offer undoubtedly sold hundreds of customers, in Glover’s opinion.

The outstanding lessons learned at Springfield, as the result of Central’s first serious attempt to really put over the heating pad, are as follows:

1. Its merit as a bed or local application warmer frequently carried more weight than its advocacy in case of sickness—and resulted in its more constant use and in a market ten times as broad.

2. The boudoir lamp makes an ideal combination sale; it is not only appropriate but supplies the necessary load building factor.

3. Improved public relations immeasurably. Many customers, it developed, had never previously heard of such a device. Others were enthusiastically grateful for the comfort it brought them.

4. The use of saleswomen is of vital importance.

5. Recommendations secured from local doctors, hospitals and nurses helped greatly.

6. Salesmen could be sold on selling the heating pad by the two arguments of its personal good will building qualities, paving the way for the sale of a major appliance, and the fact that it was one of the electrical devices offering the most possibility of more than one

unit sale per family. Pads, it was also explained, wear out under constant use. Thus pads have a wider repeat market.

7. Fifty cents commission, plus special bonuses, was found to be sufficient inducement for the woman clerk and the salesman who also sold other items.

THE company did not make the common mistake of viewing the electric heating pad as a device primarily for the sick chamber or for elderly persons. In its divisional meetings it first sold its employees on the many daily uses of this device in the normal home. It talked "controlled electric heat for healthy people."

While it stressed *body comfort* it did not neglect to train its salespeople in the use of the electric pad for earache, toothache, neuralgia, rheumatism, cold in the head or chest, influenza.

FEBRUARY was chosen as the month for this campaign because of the cold weather and a more than average number of sick cases reported by the health authorities. Any other months during the inclement season, it was felt, would do equally well. As a matter of fact late fall, it was stated, should be an ideal time for such an activity.

Two advertisements only were run in each of the six company divisions, their copy featured a boudoir lamp, regular price \$2.50, as a combination offer and quite attractive time-payment terms. Ten per cent, however, was added to the cash price for this accommodation. Operating cost in these advertisements was expressed in these terms: "Five hours use for the cost of a single stick of gum."

Invoice envelope stuffers, special window trims, a special metal display stand for each store and a liberal supply of manufacturers circulars completed the display.

Women employee interest in this campaign was maintained during the 24 working days and by an allowance of 25 cents per sale which was set aside for a general divisional "kitty." This sum to be distributed according to the judgment of each individual divisional manager. Division M, which exceeded its quota of 270 pads by 417 per cent, selling 1,025 heating pads or more than the original quota of the entire property, acquired, therefore, a special fund of \$281. The distribution of these special bonuses was decided by popular vote and occurred weekly. Those exceeding their quotas received the lion's share of these prize monies. One division offered a prize of \$10 for the best essay on the therapeutic value of electric heating pads.

Employees were urged to purchase a pad and boudoir lamp for their own use. An attractive price resulted in the sale of 70 units to Central's women office workers. Over 300 pads were purchased by other employees.

NOW let's look into this matter of using the woman employee in the sales campaign.

"It's primarily a woman to woman proposition," states Mr. Glover, because of the nature of this device. Fifty-four female employees participated actively in this campaign because they were personally 'sold' on the special

benefits of electric heat applications for those of their own sex. They could expound this point confidently and confidentially. This angle to selling heating pads accounted for at least fifty per cent of the total of 815 sales directly due to the efforts of our woman workers. Here it might be mentioned that approximately 1,100 pads were sold in our 118 stores and 1,250 because of personal, 'word to ear,' up and down the street, contacting. One girl, our champion Georgie Newman, crashed through with a total of 107 orders, a record average of four a day."

Miss Newman's methods typify, to a high degree of course, the selling technique pounded home to every sales-minded employee of this utility by the district manager of the manufacturer whose product (Hotpoint-Simplex) was being promoted. The arguments she used, and the support she received from her local store pictures the spirit and activity of all of Central's retail outlets.

Following the announcement advertisement and during the first week of February, bill paying time, she worked in front of the cashier's cage, pad in one hand, interviewing store visitors and lining up prospects. Thirty-five per cent of her total sales were practically closed those first eight working days. It is significant that the entire property reported over 800 store orders during that first ten-day, bill-paying, period.

Georgie would lead a likely individual to the display of a bank of three connected pads and there demonstrate the surprising amount of heat that is generated, on low position, where a pad is covered either by the body or between blankets.

She was provided with specific illustrations of local cures and well stocked, also, with verbal and written testimonials obtained. during the latter part of January, as the result of calling on all the doctors and trained nurses in Harrisburg. Incidentally she sold many members of these classes heating pads. Employees were permitted to quote a special "professional" discount to doctors, nurses and hospitals and were ordered to call on these prospects during the early days of the campaign and secure as many endorsements of the heating pad, and of local heat application in case of minor ailments, as possible.

Miss Newman's most effective argument was built around the use of a heating pad, by well people, on cold nights.

"Place this pad between the sheet at the foot of your bed," she would say. "When the cold wakes you up simply snap on the switch, and go to sleep again, it's much easier and better than piling on extra blankets."

The last half of February was spent in the homes, and offices, of store leads or "cold" prospects.

This remark from this successful saleswoman is significant: "I found the heating pad, generally considered one of the toughest electrical devices to put over that there is," says Georgie Newman, "in reality one of the easiest selling articles I have ever tackled. Why? Because of its personal, its selfish, appeal. Because the market is unsaturated. Because it is easy to carry, makes an impressive demonstration and really has a world of uses. And lastly, because my list of doctor and user recommendations was almost irresistible."

Employees of Central Illinois Public Service Company demonstrate sales volume possibilities of this neglected item.

Shop Service Record,
Electric Refrigerators—Year 1928
Commonwealth Edison Company, Chicago

Part	Billed	No Charge	Total
Units.....	2	122	124
Compressors.....	501	518	1,019
Floats.....	156	324	480
Motors.....	177	221	398
Pressure Controls	18	19	37
Miscellaneous...	17	51	68
Totals.....	871	1,255	2,126

Units and floats, it appears, cause the greatest amount of difficulty chargeable to the manufacturer. Compressor trouble, while accounting for 48 per cent of all shop service work, is due almost as much to user neglect as to any inherent weakness in the device itself. In the majority of the cases where the customer was charged for refrigeration service the guarantee time limit had expired and the trouble was due to natural wear or user disregard of instructions.

LAST year the Service and Repair Department of the Commonwealth Edison Company, Chicago, answered 104,255 calls from electrical appliance users. Its repair shop serviced 23,041 devices while the force of 57 outside men in addition to other duties, took care of the remaining 81,214 in the homes of customers.

What can be learned from such an impressive experience?

Many things. For example: Less than 4 per cent of all appliances submitted for repairs were sub-standard. Of the 8,520 hand irons that passed across the workbench, only 355 were other than those bearing the nameplates of well-known manufacturers of established reputation.

"This certainly does *not* mean," states J. N. Walton, assistant superintendent of the service and repair department for Commonwealth, "that sub-standard appliances require less service than the quality article. On the contrary they require more, but, owing to their low initial price, their owners do not consider them worthy of a trip to the repair department. They throw them away instead. This means, of course, that the lighting company is the loser from a load revenue viewpoint."

Another interesting fact, according to Walton, is that 85 per cent of break-downs are due to natural wear-out from constant use and not to fundamental defects in instrumental design. In this connection it is of interest to note that manufacturers of electrical appliances are availing themselves of the Commonwealth Edison Company's experience and the splendid opportunity for studying appliances, after they have been subjected to the indiscriminate use of thousands of customers, by examining them in this service laboratory. Old cords, for example, are saved in order that cord manufacturers may improve their product by first-hand observation of its defects.

For Ailing

*Some facts unearthed by
Edison Company of
diling more than 100,000*

By George

THE appliance maintenance department of the Commonwealth Edison Company is not the involuntary result of the demand from electric appliance users for service. Rather it is maintained for the specific purpose of retaining customer goodwill and for turning potential appliance load into actual kilowatt-hours of current used. Reference to the figures in the forepart of this article substantiate this statement in that 78 per cent (81,214) of its service jobs last year were performed by its 57 outside men as against the 23,041 cases handled by its bench force.

"This situation is largely due to the fact that we train our men to check the condition of *all* the electric appliances in the home and supply them with the material needed for remedying, on the job, the more common causes of break-down," says Walton—and that's lesson number three.

During 1928, appliance repairs were distributed as follows:

	Free	Billed
Heating Devices	2,374	33,363
Washers and Cleaners	19,120	27,619
Motors and Fans	5,725
Electric Refrigerators	12,474	3,580
Totals	33,968	70,287

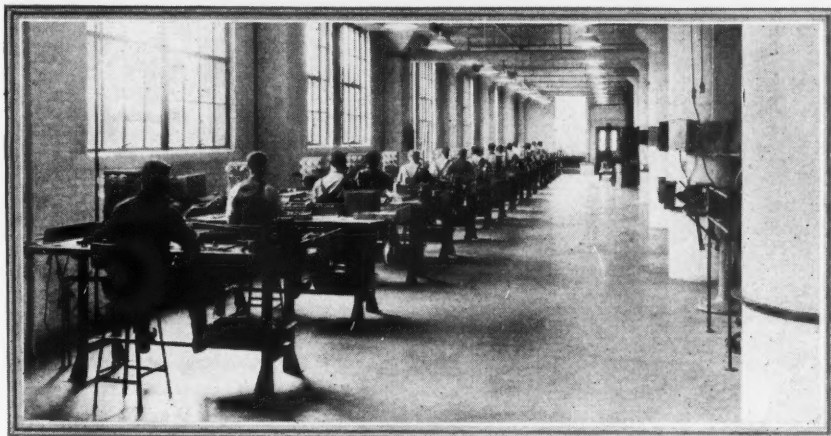
The preceding tabulation includes 4,876 free shop repair jobs and 18,165 that were billed the customer. In addition this department handled 107,954 inside wiring repair jobs, no charge, and 82,576 for which an invoice was rendered.

DESPITE this policy of first re-establishing the current using device this concern billed 78.8 per cent of the shop repair cases. The figures are not available on the outside calls but they are somewhat lower. The average charge on minor devices was 87 cents. On electric refrigerators, when a charge was justifiable, this increased to \$2.85. Although a minimum scale for service calls is effective these rates are purposely low. They are as follows: appliances and wiring repairs

Appliances

*the Commonwealth
Chicago, in han-
service calls a year*

Smith



(fuses, cords, etc.), 35 cents; refrigerators \$2. A special crew of 18 refrigeration experts look after this class of complaints.

Three work dispatchers are in hourly contact, by telephone, with the territorial men. The latter are provided with automobiles furnished by the company. Fourteen branch store clerks receive incoming complaints on appliances, transmitting the former, by 'phone, to the head-

electric soldering irons and circuit testing boards, facilitate these operations and insure the complete refinishing and repairing of every device received. Plated wares are buffed before they are returned to the customer.

The stock bins of this department hold a parts inventory valued at \$55,000. Repair materials for all standard appliances are carried. The investment being fully justified by cutting the time elements.

This modern building is devoted entirely to the service and repair requirements of the customers of the Commonwealth Edison Company. An entire floor (left) is needed for appliance rehabilitation and repairs.

quarters office and identifying the latter, with special tags, for daily delivery to the central repair shop.

Walton's men restored to active, full value, service over 8,000 major and minor, company owned, electrical devices last year. They assembled and tested over 3,500 refrigerators. It was not possible to obtain even an estimate as to the saving this work has meant to the company but it must be no inconsiderable item, according to Mr. Walton.

A completely equipped paint spraying room, an assembly for recharging refrigerator units, an armature winding machine and work benches equipped with hydrogen blow torches,

Wasted Money (Continued from page 71)

credit and collection program. One of his jobs is to spend four days a week right out in the stores of the retailers getting an exact line of actual conditions instead of sitting in his office writing letters. Thirty days after that the expense-budget man comes on the scene and his job is to completely reorganize the jobber's business from the viewpoint of an *outsider* who is there to *eliminate* expense and waste. He sets up an expense budget and starts right in, getting into the most minute details—and that means every single detail of this jobber's business even to the amount of postage used.

Every 30 days thereafter a follow-up man, who is a specialist in his particular line, is routed to this territory to go further into other problems. The jobber, incidentally, is under contract for this follow-up service and is obligated to send monthly reports to headquarters showing a comparison of his operating costs with the budget set-up.

Three-day meetings of jobbers are held at headquarters every month for the dual purpose of buying and sales promotion. Naturally, tremendous savings are effected through pool buying and superior sales effort results from collective thought and experience.

Here are two pictures of voluntary cooperation, the one a local combination of retailers and the other an

elaborate national organization of wholesalers and retailers. There is a striking similarity in these two operations: *reduction in the cost of doing business* through the elimination of waste. I know from personal experience how very hard it is to reduce expenses in one's own business and the unpleasant things one frequently has to do. The trouble is that one always knows so many reasons why this man or that operation *cannot* be eliminated. The outside viewpoint is better on such things.

Ranking very nearly as important as expense-reduction is its by-product, increased sales volume. It is a fact that when your costs are intelligently controlled increased sales will usually result, not because you have cut expenses, of course, but despite it. The reason is obvious.

The road to net profit is not increased volume, but increased volume *through* controlled expense. There is a difference. You notice the automobile engineers didn't give us speedier cars until they had perfected four-wheel brakes.

What these radio merchants in Chicago and what these grocers throughout the country are accomplishing you can do—through cooperation. The sound, intelligent retail merchant is the lifeblood of the wholesaler and the manufacturer.

Lighting the Salesroom for the Jubilee (Continued from page 92)

attention by the appearance of the first message, reading as follows:

The store is now lighted by 100-watt Mazda lamps.

Illumination level—4½ foot-candles.

This was considered good practice ten years ago, and even now 50 per cent of stores are no better lighted.

Cost—3.2c. per hour.

Then the second part of the message appears, reading as follows:

50 years ago (1879) such lighting cost \$1.60 per hour.

25 years ago (1904) the cost was 52c.

In succession the 200, 300, and 500-watt systems are used with the following analyses:

The store is now lighted by 200-watt Mazda lamps.

Illumination level—10 foot-candles.

This is fair practice at the present time, yet only 5 per cent of stores are well lighted.

Cost—6.5c. per hour.

50 years ago (1879) such lighting cost \$3.80 per hour.

25 years ago (1904) the cost was \$1.20.

The store is now lighted by 300-watt Mazda lamps.

Illumination level—17 foot-candles.

This is a desirable standard for the average store.

Cost—9.8c. per hour.

50 years ago (1879) such lighting cost \$6.25 per hour.

25 years ago (1904) the cost was \$2.

The store is now lighted by 500-watt Mazda lamps.

Illumination level—30 foot-candles.

The really progressive merchant who appreciates what light will do in increasing sales is installing such lighting.

Cost—16.2c. per hour.

50 years ago (1879) such lighting cost \$11.20 an hour.

25 years ago (1904) the cost was \$3.60.

The values given as to illumination level are a result of tests which check the calculated figures. Lamps are figured at list price and current at 5c. per kw.-hr. for the MAZDA system. The cost for 1879 and 1904 is based on the types of lamps, efficiencies, and cost of lamps and current then prevailing.

With the store lighted with 500-watt MAZDA lamps and an illumination level of 30 foot-candles, it is pointed out that the cost of operation is by no means excessive, but, that if the merchant in 1879 had been willing to spend the same amount of money, that is, 16.2c. per hour, he would have illumination which can scarcely be considered adequate from any standpoint under present conditions.

For 16.2c. per hour 50 years ago he would have been able to operate six lamps, each consuming about 100 watts and giving a total light output of 830 lumens. Today for this cost he would obtain 57,000 lumens.

To bring the point home more forcibly the change is made from the 500-watt installation to a replica of what might have been used in 1879, that is, the four-light wooden fixture similar to those used in Edison's Menlo Park laboratory.

The step is made to 25 years later, 1904, when for 16.2c. per hour the merchant could have operated eight 32-candlepower carbon lamps consuming about 120 watts each, giving a total output of 2,600 lumens. This installation is shown in service by means of the two five-light clusters with flat milk glass shades, and the cord drops.

Needless to say, the contrast between the earliest levels and different types of equipment is extremely well marked. The public can quickly obtain a fairly comprehensive picture of the changes which have taken place.



LAZARNICK

LIGHT

ON October twenty-first the world celebrates the fiftieth anniversary of the birth of modern illumination. Active participation is particularly the privilege of every man in the electrical industry, whether he be wholesaler, contractor, dealer or central station executive. And to take part in this historic commemoration will not be difficult; the materials and the skill to apply them are in every shop. This is our celebration—let us all utilize our resources to their fullest measure.



Away From

The electrical man reveals the cares of appliance-selling or removed. Here are golfers, and even an aviator.

ABOVE

"Give a man a horse he can ride" says H. W. Hoover, President of the Hoover Company. A brisk canter before breakfast puts one in the mood for "cleaning up"

BELOW

Even S. J. Ryan, who has written so many constructive articles on and in *Electrical Merchandising* gets in a little golf occasionally. In his spare time he is president of Rines Brothers Department Stores, Portland, Maine



LEFT

Ed. Lambert, President of Lambert - Simpson - Millis, Inc., St. Paul, Minn., is a regular Abe Lincoln for building log cabins. He spends the Summer at White Fish Lake in northern Minnesota which looks to us like a real he-man's country



RIGHT

These three electrical men each have hobbies besides that of catching trout. G. E. Arbogast (center) in his spare moments is president of the Newbery Electric Company of Los Angeles. Harry Walker (right), one time president of the Southern California Electricists, is something of an art connoisseur. Harry Harper of the Graybar Electric Company works out burglar alarms. In the meantime, they're fishin'



Their Desks

a multiplicity of interests once
load-building are momentarily
horsemen, hunters, fisherman
What's your hobby?



ABOVE

Between lighting institutes and budget nightmares, Arthur Allen, vice-president of the Westinghouse Lamp Company, finds time to indulge in country jaunts

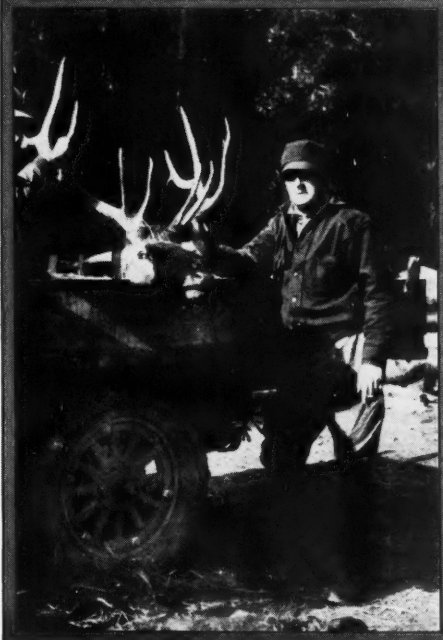
RIGHT

H. Earl Hoover, Vice-President of the Hoover Company, always has a secret ambition to be a camera man. Being a practical fellow he is shown filming construction work on a company building



BELOW

H. E. ("Cy") Young, General Sales Manager of the Northern States Power Company, owns a part interest in an airplane. Here we see him with his son, Robert Bradford Young, about to view Minneapolis from the clouds



LEFT

When open season on big game is declared up in the great northwest, there is a general exodus to the deep woods. H. B. Hudson, contractor-dealer of Yakima, Washington, gets on the band wagon with the rest of the boys. It is whispered that he has bagged some splendid specimens of the lordly elk



ANNOUNCING . THE HANDY NEW **EUREKA** VACUUM CLEANER **JUNIOR**

EVERY HOME NEEDS IT AS A SECOND CLEANER

To electrical appliance dealers everywhere, we announce the Eureka Junior — a Eureka of a new handy size and type, serving a new and widely varied range of uses, and reaching a wholly new market that can be measured in millions.

The Eureka Junior will be announced to the public in September. A compact, powerful vacuum cleaner, and a highly perfected hair dryer—all in one! It weighs only 4¼ lbs.! It sells at a sensational low price—\$16.50 for the cleaner, and \$3.00 for the hair drying attachment!

As a general utility cleaner, this new Eureka will serve any family in countless ways. It is specially designed and built for the many bothersome little jobs that do not require a full-sized cleaner.

The Eureka Junior develops tremendous suction for a small cleaner (10½ to 12 inches vacuum) which is stronger than found in many large cleaners priced above \$60.00 and intended for general use on floor coverings.

The Eureka Junior cleans deeply, quickly and thoroughly by the famous Eureka "High-Vacuum" principle. It whisks away ashes and litter; cleans stairways, autos, mattresses, upholstery, in a jiffy. It is sturdy, durable—built for years of perfect satisfaction.

Converted Instantly Into a Hair-Dryer

But it is the hair drying feature that makes the Eureka Junior truly unique. Alone, this is worth the entire cost of the cleaner. Simply remove the

bag, slip on the drying attachment—and the Eureka Junior becomes a perfect hair dryer. Air moved by the fan is warmed to just the right temperature by passing over a heating element. It dries hair gently, comfortably, swiftly.

The Eureka Junior is built to Eureka standards in every detail, and that means the highest standards known—the best of materials and finished workmanship. It is amazing that all this power and utility could be condensed into 4¼ lbs. of weight.

Every woman has long realized the need of a modern device combining these great services. It remained for Eureka to develop it, to place behind it the guarantee of a name that enjoys the confidence of the public, and to offer it at this remarkably low price.

Name, Market and Price Mean Volume

Behind the Eureka Junior is the prestige of the Eureka Vacuum Cleaner Company—solidly based on 20 years of quality manufacture and more than 2,000,000 Grand Prize Eureka already in use. Advertising in national magazines and hundreds of newspapers will announce the "Junior" and keep its story constantly before millions of prospective buyers.

Here, literally, is an "over-the-counter" business with a sure and tremendously profitable future. The Eureka Junior has an instant appeal to men as well as women—and usefulness for both. It will sell profitably and in volume anywhere that electrical goods can be displayed and sold.

Now—just before the announcement of this marvelous new Eureka to the public—is the time for dealers to grasp this opportunity. **AND GET SET FOR SALES.** Wire, or mail the coupon, for complete information and an interview with the district manager in your territory.

Eureka Vacuum Cleaner Co.,
Detroit, Michigan

We are interested in the new Eureka Junior, and desire an interview with your district manager in this territory.

Name _____

Address _____

EUREKA VACUUM CLEANER CO., Detroit, U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World
Canadian Factory, Kitchener, Ont. Foreign Branches: 8 Fisher St.,
London, W. C. 1, Eng.; 299a-301 Castlereagh St., Sydney, Australia



JUBILEE ▲ ▲ ▲ ▲

Without wishing in any way to overstate the case, and with the modesty which all in the electrical industry must share in celebrating the achievements of the great pioneer, the makers of Riddle Fitments feel that they have made some contribution to the development of moderate-priced electrical lighting equipment for the home. It was Riddle who first produced residential lighting fitments of the now generally prevalent type, and who by applying modern manufacturing methods made these fitments available at prices which have permitted their widespread use. The current expression of the Riddle idea is found in Toledo Lighting Fitments, distributed nationally through electrical wholesalers and dealers. . . . *The Edward N. Riddle Company, Toledo, Ohio. . . . A. L. Wynston, Jr., Ltd., Toronto, Ontario, and Farr, Robinson & Bird, Ltd., Vancouver, B. C., Canadian Distributors.*

FITMENTS **PRODUCT OF RIDDLE**

Jubilee Material

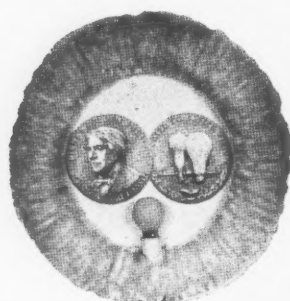
Some accessories available to assist the electrical merchant in celebrating the golden age of light



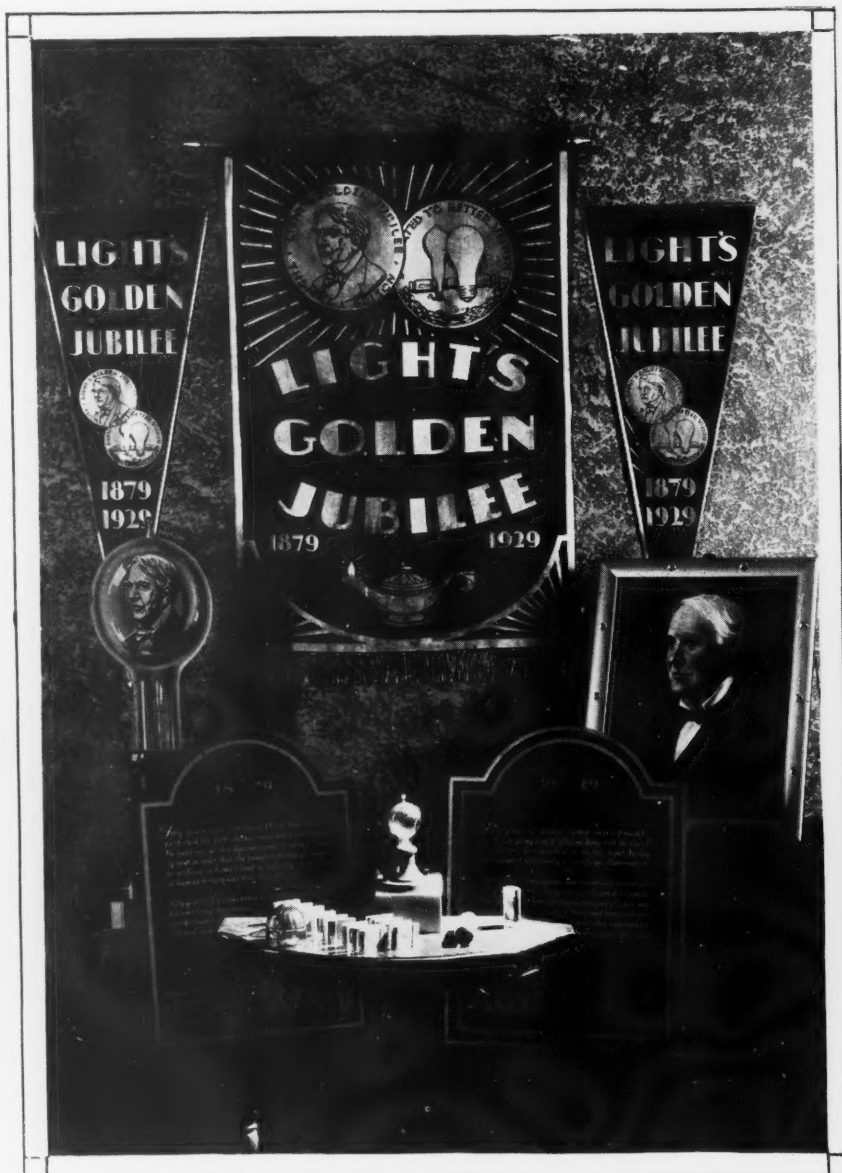
Profile portrait of Edison for wall decoration. To be issued in newly-processed "medallium" metal with bronze finish. Circular 16 in. in diameter; oblong, 12x17 in. Designed by John R. Sinnock.



A 24-sheet outdoor poster designed for use on 12x25 foot panels.



A wreath, 11½ in. in diameter for store windows and homes. Complete with medallion of heavy cardboard, S-11 lamp and two-piece plug with silk cord.



Material suitable for window display: Velvet and sateen banners; oil portrait of Edison framed with lights; cardboard replica of original lamp with portrait on bulb; die-cut side cards 28 in. x 22 in.. On table: actual replica of 1879 lamp, flashlights and paper matches with Jubilee insignia, and glass color caps for lamps.

Lighted plaque showing head of Edison, with frame containing 50 ten-watt S-11 lamps.



Lighted decorative wreath of copper 30 in. in diameter. S-11 lamps between leaves.



A paper mosaic plaque, 16 in. in diameter, bearing emblem in relief.

In Detail

A Digest of Jubilee Display Material and Where It May Be Obtained

Replica of first lamp. Approximate replicas of Edison's first lamp. Will light on 110 volts and will give approximately 16 candlepower. Packed in decorative carton with two small display cards. Suggested for window displays, etc., or as prize in connection with local activities. Mazda lamp companies, Edison Lamp Works, National Lamp Works or Westinghouse Lamp Works.

Complete window display. Card-board cut-out replica of Edison's original lamp, 3 ft. high. Edison's portrait on bulb. Two die-cut side cards, 28x22 in. All cards eased and printed in eight oil colors. Orange and blue crepe paper used as background in window display, which includes also velvet display banners and sateen pennants. Reproduction Products Company, 174 Duffield Street, Brooklyn, N. Y.

Velvet display banner. Royal blue velvet ground, heavily ornamented with gold, Edison's portrait in color, the old and new lamps, and lettering in gold, "Light's Golden Jubilee, 1879-1929." Hung on spear-pointed wooden bar and gold cord hanger. Has 3-in. heavy gold fringe at bottom. Size, 51 in. high by 33 in. wide.

Sateen display banner. Similar in size and type to velvet banner. Both offered by Reproduction Products Company, Brooklyn, N. Y.

Window display with golden lights. Three-piece window display, process-painted in oils and the center framed in Noma decorative outfits, using S-11 golden Mazda lamps. Edison's favorite colors, gold and blue, predominate. Portrait of Edison is painted in oil colors and set in gold frame. Blue background with white lettering. Center panel is 48 in. high and side panels 29 in. high. They are separated in order to fit a large or small window. A Noma twinkling unit may be used if desired. Ivel Displays, Inc., 244 West 49th Street, New York City.

Reprint of 1879 New York Herald. Reprinted page of December 21, 1879, issue of New York Herald, just as it appeared at that time, together with three other pages showing various news items appearing in that issue. Also shows a collection of pictures concerning Edison, published in 1880. Order from Mazda lamp companies.

Medallion Electrotypes. For use in advertisements, printed matter, envelopes, etc. Photographs or electros of Light's Golden Jubilee insignia can be obtained from Light's Golden Jubilee Executive Committee, 420 Lexington Avenue, New York City. Be sure to specify size of electros desired.

Official Edison picture. Rotogravure poster on 80-lb. stock, size 18 in. x 24 in. Official poster for distribution to merchants, clubs, organizations, etc. Alco-Gravure, Inc., 52 East 19th Street, New York.

Jubilee Arch Portfolio. Twelve photographs of arches especially designed for Jubilee celebration. Light's Golden Jubilee Executive Committee, 420 Lexington Ave., N. Y. C.

Book matches. Imprinted with gold covers embodying Jubilee design. Four-line imprint included in cost. Lion Match Company, Inc., Fisk Building, New York City.

Outdoor posters. 24-sheet poster, to be used on 12x25 ft. panels. General Outdoor Advertising Company, 1 Park Avenue, New York City.

Lighted decorative wreath. Wreath, 30 in. in diam., 15 in. wide. S-11 lamps are placed between leaves in wreath while others, located beneath wreath floodlight background, bringing out head of Edison. Built of copper throughout. Large wreath for spectacular display, 10 ft. in diameter, also available. General Outdoor Advertising Co.

Lighted frames. Two sizes of frames available,—14½ in. x 17½ in., also 20 in. x 24 in. Smaller size has 8 Christmas tree lamps; large size has eight S-11 lamps. Both frames complete with full colored picture. M. Propp & Company, 524 Broadway, New York City.

Transparent signs. Flashing sign, 15 in. x 11½ in., has two-color poster equipped with shadow box and flashing plugs. Two-way flashing sign, 20 in. x 20 in. Sign divided in half and each part alternately flashes off and on. Picture showing head of Edison and scene in laboratory in 1879. M. Propp & Company.

Single lamp wreath. Wreath 11½ in. in diam., of yellow chenille. Across center of wreath is medallion. Complete with S-11 lamp. M. Propp & Company.

Gold cloth for display. Cloth, 36 in. wide for use in window drapes, displays, etc. If it cannot be obtained locally, can be ordered from Hy-Sil Manufacturing Company, 200 Fifth Avenue, New York. Minimum quantity 10 yds.

Lighted plaque. Shows head of Edison, with frame containing 50 10-watt lamps. Plaque is of waterproof composition and can be used out of doors. Noma Electric Corporation, 340 Hudson Street, New York.

Lamp dip. Liquid lamp dip for coloring street lighting glassware, lamp bulbs, etc. In yellow and other colors. Can be purchased locally or from McGill Manufacturing Company, Valparaiso, Ind.

Sateen and felt pennants. Sateen pennants, Royal blue background with gold lettering, 18x48 in., with tie cord. Can be attached to stick for parade use. Felt pennants, yellow background, blue lettering 18 in. x 48 in. Reproduction Products Company, 174 Duffield Street, Brooklyn, N. Y. or New York Advertising Cap Corporation, New York City.

Waterproof paper pennants. For street decoration, yellow and blue, lithographed on waterproof stock, 18x45 in. Edwards & Deutsch Lithograph Company, 2332 Wabash Avenue, Chicago, Ill.

Flashlight. "Ray-O-Vac" Golden Jubilee Flasher. 5 in. in length, in red, blue and black finish. Cell and lamp replaceable. French Battery Company, Madison, Wis.

Flashlight. Snaplight flashlight inscribed with Jubilee design. Burgess Battery Company, Chicago, Ill.

Street lighting tops. Shower of lights, built to fit directly over tops of standard street lighting poles. 145 ten-watt S-11 lamps, intermediate screw base, gold-colored lamps used on each top. Noma Electric Corporation, 340 Hudson Street, New York City.

Glass Color Caps. Standard glass color caps in yellow and other colors. Available in several sizes to fit over various sizes of lamps. James H. Betts, Inc., 1891 Sedgwick Avenue, New York City or Reynolds Electric Company, 2220 West Congress Avenue, Chicago.

Fire works. Special set pieces, in a number of varieties and sizes. Unexcelled Manufacturing Company, Inc., 22 Park Place, New York City.

Metal Medallion. Miniature medallion or pocket coin, gold color finish, 1½ in. diam. Whitehead & Hoag, Newark, N. J.

Plaques. Paper mosaic plaque bearing emblem in relief. 16 in. diam., in gold and bronze green. Suggested for windows and hanging on lighting and telegraph poles. Stands weather for long period. Little-Preuss-Hartman Company, 309 East 22nd Street, New York City.

Lighting appliques. Ready-made light jewelry, in various forms, for making up decorative units. Flexlume Corporation, 1100 Military Road, Buffalo, N. Y. and Federal Electric Company, 8700 South State Street, Chicago.

Speakers' material and films. Speakers' cards, lantern slides and written speeches, suitable for clubs and organizations. "The Benefactor," two-reel film telling story of Thomas A. Edison's life and achievements, particularly in connection with invention of incandescent lamp; also announces big anniversary celebration. "The Light of a Race," historical account of artificial illumination. One reel. W. M. Skiff, chairman, Light's Golden Jubilee Speakers' Bureau, Nela Park, Cleveland, Ohio.

The Editors'

Who Will Lead the Leagues?

ONCE more Camp Cooperation has come and gone. All the associations which make the Island a pleasant memory were there. It was difficult, however, to take away from the meetings the sense that marked progress is being made. The usual papers were read and the customary discussions were participated in with warmth and earnestness. Without doubt, the leagues are taking their work seriously.

It was apparent, too, that the league secretaries and managers are acquiring a more competent grasp of the job before them. The manner in which they are attacking their problems denotes a greater understanding and a wider capacity for getting things done than has always existed in the past.

In making up the programs, however, it is unfortunate that so much time should have been devoted to Red Seal wiring and commercial lighting. Without doubt, these things are important. But much remains to be done on the biggest job before the industry—merchandising. One or two outstanding leagues, Cleveland and Pittsburgh for example, have developed this activity and built up merchandising programs of great value to their localities. As a consequence, these leagues have enlisted a great measure of support from those related trades which, in other cities, have held themselves aloof from league work.

There remains the inescapable feeling that the league movement lacks adequate national leadership. Excellent as local league programs may be, this force can and should be geared to a broad constructive purpose which the entire industry can whole-heartedly support. If such purpose exists, it was not apparent at the Island meeting.

* * * *

Influence Beyond Refrigeration

SEPTEMBER ushers in the campaign of the National Food Preservation Council which, to readers of this paper, means essentially an effort to further popularize the electric refrigerator and to demonstrate to the public the value of electrical low-temperatures in the safeguarding of family health and the reduction of food wastes.

This refrigeration campaign will accomplish much in awakening public interest in electrical refrigeration as an economical tool to produce these two great results in the average household.

But that is not the sum total of the usefulness of the present Food Preservation campaign.

Its influence will be felt throughout the electric appliance field. For it is bound to kindle interest also in other electrical devices which, one way or another, promote health or conserve food. And that list includes a majority of the whole electrical line. The electric range, the grill and toaster, the health lamp, the exerciser, the

washer and the vacuum cleaner, all have an aspect of health protection or food saving.

Safeguarding of personal health,—which is the priceless asset in any life,—can thus add a powerful leverage to the other sales arguments and appeals which our electrical devices make to the purchasing public.

* * * *

Call in the Stylist

STYLE is the greatest single factor in merchandising today. The sales operation of the department store now centers about a new type of executive known as a "stylist." Style rules the bath tub business. Breakfast nooks became a style and so today many houses have two dining rooms. Aluminum ware became a style and so out went the old iron pots and tin pans. Color became a style and women threw away all sorts of housefurnishings from water-closet seats to kitchen knives and bought rainbow-hued replacements. Linoleum ceased being vulgar oilcloth and became stylish, with the result that the business has multiplied at a rate to make Einstein dizzy. We could continue for pages citing examples of purely utilitarian products which have adopted the style appeal and have prospered.

But not the electrical appliance business. Appliances are still "labor savers" with us. They connote drudgery. A washing machine is something to save sweat on a blue Monday. An ironer is just a slightly easier way of doing a tough job. A vacuum cleaner is only a motorized broom. Nothing stylish about such tools. Even the electric refrigerator—which is really an icebox in a dress suit and might well have been made modish—tossed away its advantage and became a germicidal contraption for the extermination of bacteria.

And so instead of having a line of equipment which would be "the smart thing" for folks to own, we have a lot of mill supply items which are on about the same style level as so much shop machinery.

* * * *

The Growing Importance of Home Service

SINCE the inception of customer contact work through the home service woman a few years ago, the scope of this work and the part it plays in a community have grown beyond expectation. Home service is no longer an experiment; it is a recognized and valuable central station activity.

Because of its importance to the homes in its communities, it is imperative that the home service department be organized and operated to the limit of the demands made upon it. This applies to its programs as well as to its staff. Women have come to regard the

Viewpoint

home service woman as the epitome of all housekeeping knowledge. Demands made on the company woman have grown so insistently that home service now includes everything from the handling of the family laundry to bringing up the baby.

The first home service departments concerned themselves with problems of cookery. From this grew other activities, including information on diet and health, laundering methods, cleaning and sundry household tasks. One of the more recent activities is home lighting which, logically, is as much a part of a general home service program as is cooking or laundering. As an outgrowth of home lighting have come lamp shade making and interior decoration; another the "party" service, to advise and instruct women in the planning of party decorations and menus. And now, one large home service department has added dressmaking and general sewing.

Gradually, the home service woman has made of her department an educational institution for the women of the community,—a housekeeping school and an advisory bureau to which the housewife can turn for guidance on any household problem.

The influence home service women can wield is unlimited. But to carry on their work effectively, they need the active support of every executive. They need adequate quarters and equipment, well-trained staffs, a sufficient appropriation to carry on their work and beyond all, the sympathetic co-operation of the industry they serve.

* * * *

Sales Taxes Are Nuisance Taxes

THE possibility of a Federal sales tax now seems to be eliminated for the present. A few years ago, readers will recall there was an insistent demand that the government collect its revenue through the "invisible" means of an impost on all merchandise sales,—much as road taxes are paid by an increment on the price of gasoline in most states.

But though the Federal sales-tax idea is clearly waning, certain individual states are vigorously taking up the sales tax as a convenient means of raising local revenues. West Virginia already has such a general sales tax. And Connecticut, Delaware, Pennsylvania, Missouri, South Carolina, Tennessee, Washington and California have all proposed or passed sales-tax legislation.

Such sales taxes are nuisance taxes. They impose unfair collection burdens on the merchants. They pyramid on small dealers, while falling lightly on large interests controlling manufacture and distribution—they create fictitious price standards.

Tending to slow up merchandise sales, while putting additional accounting expense on the shoulders of all retailers, any such state sales tax plan is bound to face the opposition of every thinking merchant.

What Comes of Selling a Range To a Good Cook

WHEN a customer wins fifteen cooking contests by using an electric range, her experience may persuade other housewives to try similar equipment. When the sales manager of the British Columbia Electric Railway Company learned that the possessor of a recently purchased electric range had won fourteen first prizes and one second prize for her cooking at the Vancouver Exposition, he lost no time in getting the advertising department of his company in touch with this customer, a Mrs. Mawdsley.

It developed that Mrs. Mawdsley had been in possession of her electric range for only three months, and that she was so pleased with its operation that she did not object in the least to being quoted in regard to its use. As a result a three-quarter-page advertisement appeared in the Vancouver papers, displaying a photograph of Mrs. Mawdsley with her range at the top, and detailing the record of her prize-winning achievements below. The copy pointed out that she was particularly pleased with her range because she had found it to be fast and decidedly economical.

In order to drive home this latter point, her actual bills for the past three months were reproduced, together with a statement of the extraordinary demands made upon her kitchen during this period. The text in this connection read as follows:

That the total cost of electrical cooking is definitely low is proved by the actual bills paid each month by more than 4,500 women in Greater Vancouver. Less than 75 cents per person per month is the actual Vancouver average.

What better proof of the cheapness of electric cooking than the actual bills so many modern Vancouver housewives pay each month?

During April, May and June, Mrs. Mawdsley cooked for her church and other social gatherings, including the Bowling Club banquet, when she baked three hams and roasted 22 lb. of beef. She prepared many dishes, including wedding cakes, for cooking and baking contests in North and West Vancouver, Burnaby, and New Westminster, as well as Vancouver exhibition contests. And, in addition, she cooked generously for her own family. Also—Mrs. Mawdsley's house has eight floor lamps and many electrical fixtures. She uses an electric iron, and an electric toaster, and operates a Thor electric washer and a Royal cleaner. Yet—with all these current-using appliances, and cooking electrically the way no woman would cook under normal circumstances, Mrs. Mawdsley's bills for three months total \$10.12: \$3.30 for April, \$3.20 for May, \$3.62 for June.

The lady further generously allowed her prize-winning recipes to be printed and these the British Columbia Electric Railway Company had made into a booklet which was given out on request to range prospects or owners. The response to this advertisement was most favorable, judging by the number of requests received and by the proportion of prospects who showed a familiarity with Mrs. Mawdsley's accomplishments. The company is convinced that it pays to sell electric ranges to good cooks.

Making It NATION

Some local electrical league plans Golden

WITH Light's Golden Jubilee only seven weeks away, *Electrical Merchandising* has been endeavoring to find out just what some of the electrical leagues and central stations have planned for their local tie-in with the celebration. Their plans are presented with the sole purpose of enabling other centers to obtain some constructive suggestions for their own activity.

Many of the leagues have made no definite plans to date regarding their participation; others are negotiating with local chambers of Commerce, civic organizations and the local utility.

BUFFALO

Samuel Vineberg, Manager-Secretary of the Electrical League of the Niagara Frontier, writes:

The Chamber of Commerce of Buffalo is taking hold of this celebration entirely. Of course, they understand they will be given every assistance by the electrical interests here. The President of the Chamber of Commerce is the Chairman of the Light's Golden Jubilee Committee.

One of the features which will crystallize Light's Golden Jubilee Celebration in its climax in Buffalo will be a Historical Pageant in Delaware Park which accommodates some 150,000 people. Flood lighting, tableaux, plaster models, etc., will be made use of in this spectacular display. Among other things the Park Lake in the center of the park will be flooded with light. Decorated pontoons, boats, etc., will be featured in this Light and Water festival; also, the Albright Art Gallery in one corner of the park will in all probability be flood-lighted, as at present contemplated.

Other lighting displays tying in the Peace Bridge and Buffalo Harbor in preliminary celebrations leading up to the climax are being considered and will no doubt play a prominent part in Buffalo celebrations.

Mr. Thomas Edison, Mrs. Edison, Mr. Henry Ford and Mrs. Ford, Mr. Studebaker and Mr. Firestone are making a short sojourn at Chautauqua Lake, some 75 miles from Buffalo about the 24th or 25th of this month. Representative individuals from Buffalo are leaving on a Hydroplane which will land on Lake Chautauqua, will be welcomed by officials there, then proceed to welcome the Edisons and invite party to visit Buffalo during our celebration.

MILWAUKEE

J. S. Bartlett, Manager, Electric League of Milwaukee, reports that they obtained the sponsorship of the Rotary Club in their plans, as Thomas A. Edison is both an honorary and an active Rotarian. He adds further:

We hope to have at least one center of attraction in the city which will be brilliantly illuminated for the occasion, and are going to tie-in with other events of a public nature which are occurring at about that time.

One of our newspapers is having a Food Show during that week and we will have some spectacular demonstrations in the Public Auditorium. Our local Radio Trade Association is having their Annual Exposition the week prior to Oct. 21, and they will doubtless tie-in with considerable publicity. One Country Club is opening a new Club House, and we expect to employ special lighting features to tie-in. The Business Men's Association will complete, about that time, the improved street illumination in their particular section. We hope to have a win-

dow display contest; also either a Declamation or Essay Contest among the schools of the city, probably planning an old-time parade such as was sponsored in Niagara Falls. We hope, also, to have a State Sponsoring Committee, but are not sure that this can be accomplished.

EASTON, PA.

As an indication of how one aggressive small town league is pushing their Jubilee activity, H. Clarke Kreider, Managing Secretary, Easton Electrical League, outlines plans already under way:

1. Streamer lights (golden glow) festooned from the top of the Soldiers and Sailors Monument to points both within the Circle and the Square.
2. Coloring of street lights on the two main business streets to reflect a golden glow.
3. Soldiers and Sailors Monument to be floodlighted (this monument is very tall. The bugler at the top of same will thus be brought out in relief.
4. Floodlighting of business establishments within the square.
5. Nightly band concerts in Center Square, with the exception of the evening of the big broadcasting program.
6. Public speakers and lantern slides during intermissions at band concerts.
7. Banners bearing Edison's photograph and notifying public that the local League is sponsoring the activity will be erected at four vantage points in Center Square.
8. (a) Newspaper stories pertaining to the proposed program. (b) Newspaper stories relating the part Easton has played since the invention of the first incandescent lamp by Mr. Edison. (The third power plant in the country was erected here. Also the fifth electric street railway.)
9. Special parade and demonstration by local post of American Legion.
10. Festooned illumination over two bridges (one spanning the Delaware River and one the Lehigh River).

WASHINGTON, D. C.

Marvin C. Clay, Field Representative of the Washington, D. C., Electrical League, reports their plans:

1. A model Electric Home.
2. A spectacular lighting exhibit on the grounds adjoining the home.
3. Gold color screens in the street lights along 16th Street from downtown to the location of the "Home" about 65 blocks out.
4. A theater tie-in with plenty of colored lights in the signs and possibly some mention on the stage.

WIDE

for participation in Light's Jubilee

5. Window trims and possibly some exterior lighting at business houses down town.

The Fox, Washington's most elaborate theater, promises full participation, with the theater exterior floodlighted in gold, gold lights in the marquee, an overture dedication to Mr. Edison by their large orchestra and some form of prologue with the Fox ballet.

SYRACUSE

Syracuse, N. Y., by the following plans will be aware of the Jubilee celebration, according to H. N. Smith, Secretary-Manager:

The floodlighting of Archibold Stadium for night football playing at which time the Intercollegiate Game will be played, possibly on Oct. 19. This bowl has a seating capacity of about 40,000.

The lighting by Municipal Government of several city owned tennis courts for night playing.

During the week of Oct. 21 it is proposed to have a pageant one evening put on by the school children.

We have, here in Syracuse, a Sponsoring Committee consisting of representatives of the Chamber of Commerce, Syracuse University, Manufacturers' Association and Retail Merchants' Division. The headquarters and operations of the acting committee is carried on through the League Office, the active committee consisting of representatives of the allied branches of the industry.

ALBANY

J. H. Van Aernam, President of the Hudson-Mohawk Electric League, New York, in charge of Jubilee arrangements in his territory, has subdivided the work into six divisions: schools, speakers, public relations, features and events, publicity and finance. Each division has its own chairman responsible for each activity. The Mohawk-Hudson Electric League operates in a large group of small communities. The celebration, according to Van Aernam, will be far different from those planned for large civic centers.

KANSAS CITY

Kansas City, according to G. W. Weston, Secretary-Manager, Electrical and Radio Association, plans to center its celebration around a large boulder placed in Union Station Square, in which will be sunk a bronze Edison tablet. Dedication exercises and special lighting effects will accompany the ceremony. An Electric and Radio Exposition on Sept. 21 to 28, together with a radio broadcast on Oct. 20.

LOUISVILLE

Louisville, Kentucky, is entertaining the American Legion in National Convention Sept. 30 to Oct. 3, according to F. Sherman Vogt, League Secretary.

The Chairman of the Decoration Committee for the American Legion, Capt. Robert Montgomery, Sales Manager of the Louisville Gas & Electric Co., at the request of "Light's Golden Jubilee" Committee, has arranged to dedicate the first night of the convention to Thomas A. Edison. About 10,000 lights will be used in festoons covering the principal streets of the city.

DALLAS

The Dallas, Texas, celebration will be sponsored largely by the Dallas Power & Light Company. A Golden Jubilee Arch will be erected at the main gate of the State Fair of Texas, which is held in Dallas Oct. 12-27. Special illumination in the downtown districts will also be featured.

ST. LOUIS

Mr. Louis H. Egan of the Union Electric Light & Power Company is chairman of the Committee on Light's Golden Jubilee for St. Louis, Mo. During the week of October 21 it is planned to illuminate Twelfth Street from Washington to Market, with dazzling lighting displays. All the principal buildings will be thrown into relief by floodlights. The committee has resolved also to impress upon the residents, as much as possible, the necessity for making the celebration city-wide. Home-lighting decoration will be stressed particularly.

PITTSBURGH

The organization for Light's Golden Jubilee in Pittsburgh, Pa., is under the general direction of the Duquesne Light Company. Joseph McKinley, Mgr. Wholesale Sales for the company sends the following report of their plans:

"It is proposed to include in the Pittsburgh celebration a résumé of fifty years of commercial development in the Pittsburgh District.

"The plan for Pittsburgh and surrounding area, is to decorate the city, have a huge parade, and broadcast Pittsburgh's message of progress to the world, over KDKA, the pioneer broadcasting station.

"First, a path of gold may be provided, as from downtown to Schenley Park on the boulevards. The street lights may be made a golden yellow, the store windows will be trimmed and decorated in the vogues of 1879 and 1929.

"Then the parade depicting Pittsburgh's progress since 1879 with floats, by manufacturers and merchants, many of whom have been in business for fifty years, will be a long and colorful procession, showing Pittsburgh products and their development. Service organizations will also take part.

"In Schenley Park a pageant may be presented amid the colorful surroundings of an electric fountain and luminous foliage. The pageant should attract many visitors to the city."

Pittsburgh, in planning for active participation in this national activity, will be represented by outstanding men in the civic and business affairs of the city. There will be an Executive Committee of eleven members.

New Merchandise

*Recent Developments in the Appliance Market
Gathered by the Editors*

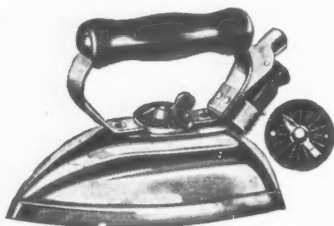


**Swartzbaugh
Waf-fil Baker**

Four delicious waffle sandwiches may be baked at one time in the new "Waf-fil Baker" brought out by the Swartzbaugh Manufacturing Company, Toledo, Ohio.

The waffle form has a hollow interior in which meat, ice cream, mince meat, custard, creamed meat and sweets may be placed. The two pieces of waffle fit together in sandwich form. Corn bread, devil's food cake and similar breads and cakes may be baked in three minutes, it is claimed.

The new waffle baker has nickel and chromium finish, green composition handles and Chromalox heating elements.—*Electrical Merchandising*, September, 1929.



**Lady Dover Automatic
Iron**

Identically the same automatic principle as that used in the Dover "Abesto" iron is employed in the new "Lady Dover" automatic iron of the Dover Manufacturing Company, Dover, Ohio.

The new iron, the manufacturer explains, is a prototype of the original "Lady Dover" but, in addition, possesses a simple and scientific automatic feature. The dial control is on the hood and shows names of ironing materials, while the arrow on the dial, pointed to any one of the fabric indications automatically gives at the touch of a finger, the correct ironing temperature for that material. Any temperature between 300 deg. F. and 600 deg. F., may be held indefinitely, it is declared. The iron has the "Vea No-Burn-Out" heatini element.—*Electrical Merchandising*, September, 1929.

Simplex Heaters

For Fall heater business the Simplex Division of the Edison Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, is offering a line of Sunbowl heaters, ranging in price from \$4.50 to \$10.50.

The Chromeplate Modernistic heater illustrated, No. 819A53, has a new type 1,000-watt element, generating an intense flood of penetrating heat rays, 95 per cent of which, it is explained, are infra-red rays. The intended retail price is \$10.50. Another model of Chromeplate heater, in modernistic finish, with 630-watt element, is listed at \$9.

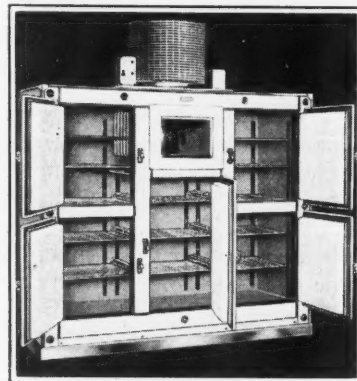
Other models offered are the No. 97 with red and black "spatter" finish, \$7, and No. 98, with green and black finish, \$7.50, both heaters rated at 630 watts. A Junior heater, also rated at 630 watts, with 10-in. copper-plated reflector, and Atoll green finish, is listed at \$4.50.—*Electrical Merchandising*, September, 1929.



Lamp and Cigar Lighter

A combination electric lighter, ornamental lamp and ash tray (275AB) is being offered by the Eckhart Company, Port Washington, Wis.

The lamp is attractively finished in two-tone effect. It is 15 in. high overall. The intended retail price, complete, is about \$8.—*Electrical Merchandising*, September, 1929.



**G-E Commercial
Refrigerators**

Seven new commercial refrigerators in "package" form are announced by the Electric Refrigeration Department of the General Electric Company, Hanna Building, Cleveland, Ohio.

These new refrigerators are completely assembled and ready for installation and operation, and contain the same type of hermetically sealed unit as the domestic models. A feature of the new models is the self-defrosting cycle. Another feature is the lessening of dehydration, accomplished by having the proper air circulation with the right amount of moisture.

The DR-5 unit, which is used on all the commercial models with the exception of C-270, is a $\frac{3}{4}$ -hp., 220-volt condenser motor which, it is claimed, does not cause radio interference since it has no brushes or sliding contacts. Model C-270 has a DR-4 unit which has $\frac{3}{4}$ -hp. single-phase condenser motor. Cabinets have porcelain interior and white lacquer exterior and are trimmed in metal.—*Electrical Merchandising*, September, 1929.

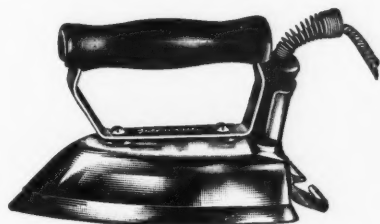
Made-Rite Mixer

For mixing of malted drinks, egg nogs and other beverages and for beating of eggs, whipping of cream, etc., the Made-Rite Manufacturing Company, Sandusky, Ohio, is offering its new "Minute" No. 275 mixer.

In this mixer, the cup is secured in position and is released by a mere touch of the finger. It has heavy cast base, with four rubber feet, and substantial stamped steel body, fully enclosed, finished in jade green with nickel trim. The motor is of universal type, 110-115 volts. The agitator, is of special design and the aluminum cup is of 1-qt. capacity. The intended retail price is \$8.50.—*Electrical Merchandising*, September, 1929.



New Electrical Merchandise



Therm-a-Hot Corn Popper and Iron

Two products in the "Therm-a-Hot" line of the Knapp-Monarch Company, St. Louis, Mo., are the No. 375 iron and the No. 675 corn popper.

The iron has bevel edge base and tip-up heel rest. Handles may be had in red, green or black finish, with cords to match. Nichrome heating element. The iron is a 6-lb. iron, rated at 550 watts, 110-120 volts and is listed at \$3.

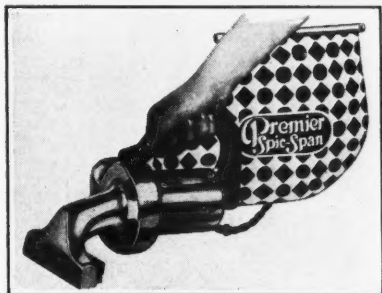
The corn popper has a capacity of 2½ qts. It has polished nickel finish with handles in red, green or black, with cord to match. It is rated at 375 watts and is listed at \$2; with cord set, \$2.50. —*Electrical Merchandising*, September, 1929.



Improved Premier Spic-Span Cleaner

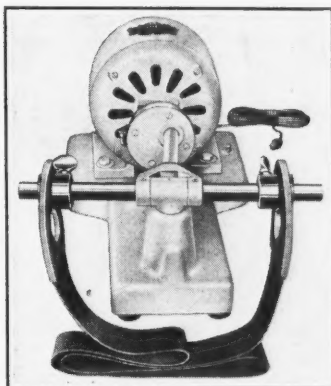
Several important improvements in the design of the small "Spic-Span" hand cleaner have been announced by the Electric Vacuum Cleaner Company, Inc., Cleveland, Ohio.

Included in these improvements are: The dust bag, which has opening and metal bag clamp on the top instead of on the bottom, eliminating all danger of the clamp catching on or tearing upholstery, drapes, etc.; position of the toggle switch is changed to more convenient location on the left side of the motor; extension cord now enters motor housing at bottom instead of side, throwing the cord out of the operator's way; and improved type nickel-plated spring protector to prevent excessive wear on the cord where it enters motor housing. —*Electrical Merchandising*, September, 1929.



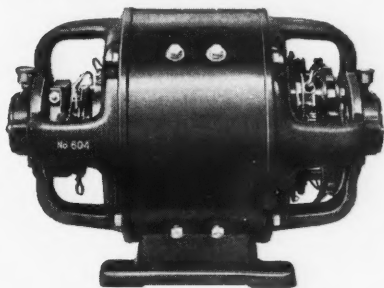
Crosley Autogym Exerciser

An electric vibrator, intended to sell at a low price, has been announced by the Crosley Radio Corporation, Cincinnati, Ohio. This new device, called the "Autogym" (automatic gymnasium), may be had with either an alternating or direct current type motor. It is finished in ivory enamel and is equipped with sanitary webbed belt. —*Electrical Merchandising*, September, 1929.



A.C. Converters for Gaseous Signs

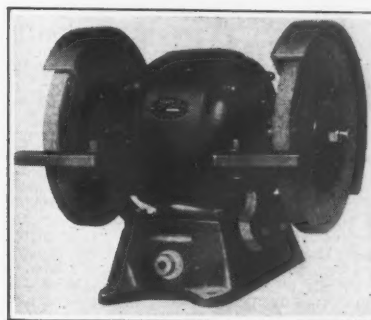
Since neon signs require alternating current, such signs operating in direct-current sections of cities must be equipped with inverted rotary converters for transforming d.c. into a.c. Special converters for constant and heavy-duty gaseous-sign work have been developed by Roth Brothers & Company, 1400 W. Adams St., Chicago, and are designed to give close regulation of speed, voltage and frequency. —*Electrical Merchandising*, September, 1929.



Little Giant Energizer

Three stroke adjustments are afforded in the "Little Giant Energizer" brought out by the Little Giant Company, 710 East D Street, Belleville, Ill. This new exerciser comes complete with universal base, making it possible to mount it on a wall or table. An anchor strap is furnished for mounting the machine on a table. A feed-through switch is provided on the cord, enabling the operator to have the machine under instant control.

The upper left-hand pulley is grooved, making it possible to use the pulley to transmit power to any desired appliances, toys, etc. The pulley can be replaced with grinding and polishing attachments. A slipless reinforced rubber pulley belt is provided. The body belt is 4 in. wide, of soft-woven fabric, of such size and texture that it can be applied to any part of the body. The handle grips are built right into the belt. The intended retail price is \$49.50, f.o.b. factory. —*Electrical Merchandising*, September, 1929.



Apex Grinder

By substituting a buffer for the emery wheel, the new electric grinder of the Apex Rotarex Corporation, Cleveland, Ohio, can be used for polishing as well as grinding. In addition to these uses, the chuck screw on the end of the shaft can be used for filing or for drilling.

The grinder comes complete with two 1-in.x8-in. grinding wheels, two adjustable tool rests and 10-ft. cord with plug. Switch is located in base. The motor is a heavy duty 1-hp., 1,800 r.p.m., 110 volt, 60 cycle, but can be furnished in accordance with specifications at no extra cost. It is offered in open and closed guard type, retailing, respectively, at \$37 and \$43. A pedestal, for use with the grinder is \$12.50. —*Electrical Merchandising*, September, 1929.

Hemco Appliance Plug

Made of molded bakelite, the new "Hemco" switch appliance plug brought out by the Bryant Electric Company, Bridgeport, Conn., has strain relief grooves where the cord enters the plug, to take the strain from the terminals when the plug is removed from the appliance by pulling the cord.

The terminals are self-aligning, this feature being due to the fact that one side of the terminal is secured in a floating position. The plug is not affected by heat or moisture and will not break if accidentally struck or dropped. It is claimed by the manufacturer to be electrically and mechanically correct. The plug can be supplied in a cord set, with 6-ft. "Hemco" cord, made to special Bryant specifications. —*Electrical Merchandising*, September, 1929.

Zipper Vacuum Cleaner Bag

With the new "Zipper" vacuum cleaner bag brought out by the United Enterprises, Inc., 13,000 Athens Avenue, West, Cleveland, Ohio, there is no need to unharness or readjust the bag, which sometimes is a fairly difficult process.

After emptying the dirt, the cleaner can be operated for a minute to blow the bag completely clean. —*Electrical Merchandising*, September, 1929.

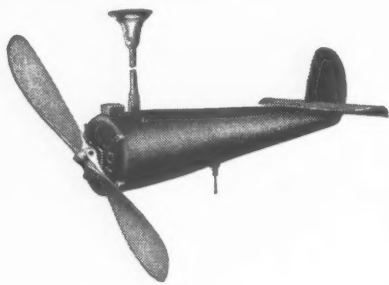


New Electrical Merchandise

Dallas Airplane Fan

That its specially-designed airplane type propeller on a streamline body moves large volumes of air and will throw a comfortable breeze for 50 ft. or more is declared of the new airplane ceiling fan brought out by the Dallas Engineering Corporation, 4321 Elm Street, Dallas, Tex.

Fan No. 122 has 20-in. propeller and No. 119, a 19-in. propeller. Both fans are equipped with deodorizer for purifying the air. An air-cooled Century motor is used. The length of the fan over all is 28 in. and the diameter 7 in. The standard finish is shaded orange. The intended retail price of No. 122 is \$49; No. 119 is \$47.50.—*Electrical Merchandising*, September, 1929.



Thermador Heater and Fan

Designed in the form of an attractive occasional table and delivering either heated or unheated air, as desired, is a new "Thermador" device manufactured by the Hoffman Specialty Company, Waterbury, Conn., manufacturer of "Hoffman" valves and "Hoffman" controlled heat. The company heretofore manufactured steam heating apparatus only and is now expanding its field into that of electric heating. Marketing of the "Thermador" will be under direction of Harry H. Daley, Electric Heating Division, Hoffman Specialty Company, Los Angeles, Cal.

The heater differs from the ordinary type of heater in that it embodies, as one of its principal features, a motor-driven fan which draws the cold air up from the floor, passes it over and around the heating coils and then circulates the heated air through the room. The heated air is ejected in a horizontal plane in all directions, through an aperture which extends entirely around the table, beneath the top.—*Electrical Merchandising*, September, 1929.



Watch Stand and Night Light

Like his full-feathered counterpart, the little owl in this night light can see in the dark and, in fact, can make other folks to see as well. At the turn of a lever switch the eyes of this owl are illuminated, throwing light on the face of the watch suspended from the hook held in his beak and likewise providing sufficient illumination for a night light. Current is supplied by a regular 4½ volt flash lamp battery, controlled by a lever switch conveniently located at the front of the stand. The entire piece is made of cast metal, finished in bronze. Its intended retail price, in England, is about \$1. Manufacturer, John Shaw & Sons, Wolverhampton, Ltd., 29/30 Shoe Lane, E. C. 4, London.—*Electrical Merchandising*, September, 1929.

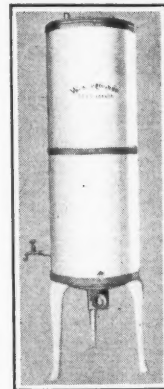
Westinghouse Adjust-o-Matic Water Heater

The feature of the new "Adjust-o-Matic" Water Tank announced by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, is the adjustable automatic

temperature control. Three cut-on temperatures are provided: Low, medium and high. When the snap switch is on any of these positions the water is kept at that temperature indefinitely. As quickly as some water is used, the thermostat automatically turns the current on for a few minutes, bringing the water back up to the temperature for which it is set.

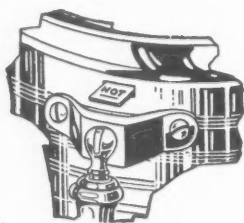
"U" traps are provided in both hot and cold water lines at the top of the tank, inside the insulation to prevent recirculating of water and to help maintain constant temperature.

The tank has 20 gal. capacity. It is covered with heat insulating material and case in sheet steel, finished in gray.—*Electrical Merchandising*, September, 1929.



Universal Waffle Irons with Heat Indicator

Announcement is made by Landers, Frary & Clark, New Britain, Conn., that all waffle irons of the round type, made by this company, are now equipped with heat indicator. The indicator is simply a little metal tongue, hidden in a slot in the cover near the handle. As the grids are heated to the proper baking temperature, the metal tongue projects until the word "Hot" is entirely disclosed, indicating that the grids are ready for the batter.—*Electrical Merchandising*, September, 1929.



Hemill Smoker's Set

In the new No. 8068 smoker's set of Hemill Products, Inc., 105 Mott Street, New York, are included a tray, an electric cigar lighter for cigarette, pipe or cigar and an odorless and smokeless ash receiver. The lighter operates from either a.c. or d.c., and, it is declared, contains a very durable electric unit. The set may be had in finish of all nickel, red or green enamel. The intended retail price, complete, is \$8.50 or \$4 for the lighter, \$2.50 for the tray and \$2 for the ash receiver.—*Electrical Merchandising*, September, 1929.

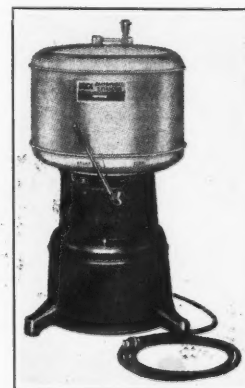


Bock Extractor

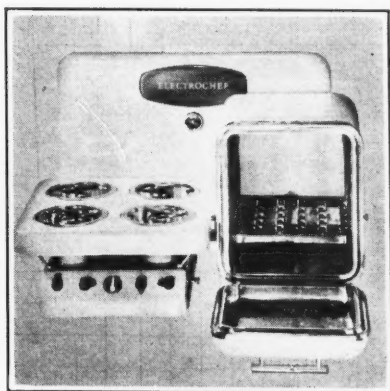
Many new and exclusive features are included in the new Model 15 Universal extractor brought out by the Bock Laundry Machine Company, Toledo, Ohio. In addition to its use in the household field, the machine is recommended for use in laundry, dry cleaning, leather and textile industries, for the extraction of starch, dyes, moisture, solvents.

The mechanical and electrical construction is protected by the Bock patented power meter, preventing any load on the motor until full speed has been reached. The capacity of the extractor is 15 lb. of dry clothes, without crowding. A ½-hp. motor is used with a speed 1,725 r.p.m. Motors are supplied in ratings of 110 and 220 volts, 60 cycles, single phase, 220 volts, 60 cycles, 3-ph., 115 and 230 volts, d.c. The motor is integral with the power meter, control switch and basket spindle (complete power unit) completely sealed with copper jacket, making it completely vapor-proof. Centrifugal force 700 lb. for every lb. load at circumference of basket, 550 lb. per pound load on 25 and 50 cycle machines.

The basket is spun from heavy sheet copper as one solid piece, no weld or seams. The curb is of specially constructed Nicadmium, satin finish. This new Bock 15-U extractor requires a floor space of only 4 ft. square and is but 36 in. high. Net weight 325 lb.—*Electrical Merchandising*, September, 1929.



New Electrical Merchandise



Detroit Edison Electric Range

A new, high-speed, electric cooking machine for household use has been announced by the Detroit Edison Company, Detroit, Mich. The entire development is being handled through a subsidiary of the company.

The range, as can be seen from the illustrations, is entirely new in design and principle. The oven is air insulated and, it is declared, comes to cooking temperature in less than 5 min. after the switch is turned. It is automatically controlled and is equipped with a flashing signal.

The use of both reflected and convected heat and the decrease in the mass of cooking table or surface element are, according to the manufacturer's statement, responsible for remarkable speed and efficiency in these units. There are four surface elements, each rated at 1,400 watts. These have 3-heats—350, 700 and 1,400 watts. The elements are cone-shaped with a chromeplate reflector, to evenly direct the heat to the utensil. They can be easily removed for cleaning or renewal. The total wattage of the range (115/230 volts) is 7,300 watts. The oven is fed with a 230-volt circuit; the right front and rear burners from one 115-volt circuit; the left front and rear burners from another 115-volt circuit.

The range is comparatively easy to install by means of a special wall outlet with which all models are equipped.—*Electrical Merchandising*, September, 1929.



Westinghouse Nofuz Panelboard

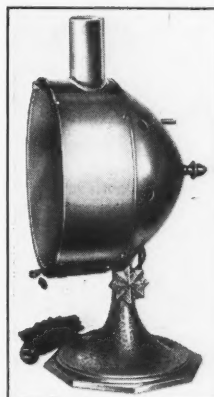
In the new "Nofuz" panelboard developed by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., neither switches nor fuses are employed to control branch circuits. An automatic circuit-breaker, operating on the principle of deionization, replaces the conventional toggle switch and fuse and performs the duty of both.—*Electrical Merchandising*, September, 1929.

Keene Sun Lamp

All of the refinements incorporated in the large, professional type sun lamps, which have been manufactured for years by the Keene Chemical Company, 204 East 23rd Street, New York City, are incorporated in the new "Palm Beach" home sun lamp.

Proper ventilation is effected by both vents and a two piece reflector. Tempered adjustments that might be affected by the heat, are eliminated, the manufacturer explains. The lamp has two arcs and uses 12 in., 8 MM carbons, drawing 12 amp. at 110 volts, 60-cycle a.c. or d.c. It can be adjusted to any angle and is equipped with a fine-mesh safety screen. A 12-in reflector is used, made of spun aluminum.

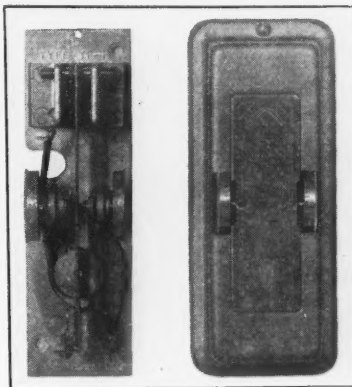
The lamp is made in table and floor types. The floor model has base 12-in. in diameter and is adjustable from 36 to 56 in. The intended retail price of the floor model, including safety screen and pair of goggles, four 12-in. carbons and two 6-in. carbons, is \$49.50; the table model is \$37.50.—*Electrical Merchandising*, September, 1929.



Penn Heat Control for Oil Burners

In co-operation with the General Electric Company, the Penn Heat Control Corporation, 1429 Walnut Street, Philadelphia, Pa., has developed a control device for domestic oil burners. This control, it is declared, is designed to provide maximum safety under all operating conditions, accomplished by a simple process of limiting the amount of oil in the fire pot during any given period.

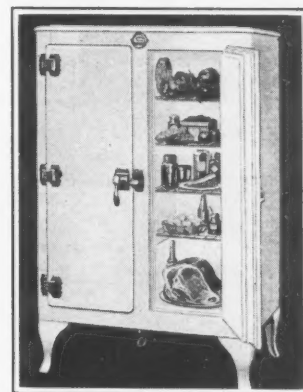
The control equipment consists of three elements: Thermostat, control unit and ignition cut-off. The thermostat consists of two blades, one for day and one for night temperatures. No clock or clock mechanism is used in the unit. A Telechron motor runs in synchronism with the power supply and times all burner operations, thus obviating clock winding.—*Electrical Merchandising*, September, 1929.



White Cross Waffle Iron With Heat Indicator

The National Stamping & Electric Works, 3212 West Lake Street, Chicago, is announcing a new 259 waffle iron. Several new features have been built into this new iron, the most important of which is the heat indicator mounted in the top of the iron. The drop handle, side handles and feet are of matched Iveroid—a new and attractive finish.

The iron has polished nickel finish and is equipped with heavy die-cast aluminum grids. The intended retail price is \$8.50.—*Electrical Merchandising*, September, 1929.

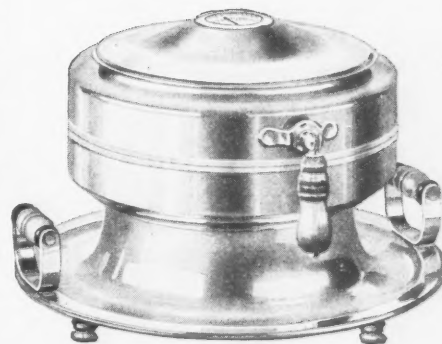


Leonard All-Steel Refrigerators

A large variety of sizes, all adaptable to electric refrigeration, make up the new all-steel line of refrigerators announced by the Leonard Refrigerator Company, Grand Rapids, Mich. The new line includes models for homes, apartments, groceries, markets, hotels and hospitals.

Prominent features of this new line are the "Food Safety Signal," the new automatic self-opening door and a daylight base. The "Food Safety Signal" is a refrigerator temperature indicator permanently attached to the upper front of the cabinet, enabling the housewife to tell at a glance just what are the temperature conditions inside the food chambers. There is a pointing needle which signals safety so long as the inside temperature is well below 50 deg. If there is a temperature rise, the needle in plain sight so indicates.

A slight pressure of the foot on a small lever at the cabinet's base, swings open the refrigerator door. The use of both hands in carrying dishes to the refrigerator is thus made possible. The daylight base permits easy cleaning beneath the refrigerator and prevents accumulation of dirt.—*Electrical Merchandising*, September, 1929.



New Electrical Merchandise



Electramuse Coin-Controlled Music Box

Two additions to the "Electramuse" music box line have been announced by the Holcomb & Hoke Manufacturing Company, Indianapolis, Ind. These new numbers are the Auditorium and Park models.

The Auditorium model is designed for use in clubs, hotels, country clubs, etc.,—wherever it is desired to provide music for entertainment of guests or patrons with no thought of immediate revenue from the music. When desired, however, this model may be had with standard coin-operating mechanism.

In the Park model the mechanism is housed in a weather-proof metal cabinet with loud speaker built as a separate unit so that it is capable of being operated in locations removed from the instrument. Park model speakers are made with single and double speaker units. The single unit speaker, it is pointed out, develops a volume of music which carries distinctly and without vibration, distortion or "shattering" for a quarter of a mile.—*Electrical Merchandising*, September, 1929.



National Sun Lamp

"Health Developer" is the name of a new, twin-carbon arc lamp brought out by National Health Appliance Corporation, 1676 North Claremont Avenue, Chicago.

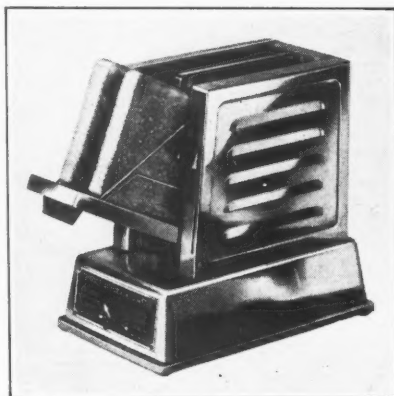
This twin-carbon lamp is made in table and floor models. The table model may be raised 7 in. and the floor model may be extended to 6 ft. from the floor. The lamp is housed in a polished aluminum reflector and the stand is of metal, finished in crackle lacquer. The intended retail price of the table model is \$34, the floor model, \$39.50.—*Electrical Merchandising*, September, 1929.

Trimble Two-Slice Automatic Toaster

Made to toast two slices of bread to any desired degree in one simple operation, is a new automatic two-slice toaster brought out by the Trimble Manufacturing Company, 1241 Belmont Avenue, Chicago, Ill.

In this new toaster the timing mechanism, it is explained, has a straight rotary action, with no clock escapement. It is located in the base, insulated from heat. All parts of the toaster requiring cleaning are easily accessible and a crumb drawer is provided under the toasting chamber.

Bread is inserted in the holders in the door of the toaster. Closing the door brings the toast between heating elements. Pressing down the lever turns on the current and starts timing. A knob on front of base regulates length of time. At the end of the operation, when the toast is ready, the current is shut off automatically and the door falls forward, presenting the toast in convenient position. The toaster is designed to accommodate bread (even crackers) of any size.—*Electrical Merchandising*, September, 1929.



Graybar 7-Tube Radio Receiver

The Graybar Electric Company, 420 Lexington Avenue, New York City, is bringing out a new seven-tube, console model, No. 600, radio receiving set.

The new receiver is described as having all the characteristic advantages of the Super-Heterodyne circuit and includes among its other features use of the new UX-245 power tube. Because of the use of this new tube, only one stage of audio amplification is employed. The circuit includes an antenna coupling circuit, one stage of tuned radio frequency, a power detector, oscillator, two stages of intermediate frequency (175 KC), a second power detector and one power output stage.

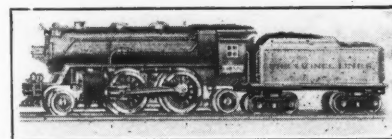
The cabinet features a highly colored, tapestry grille and in contrast to the dark walnut finish of the cabinet panels, presents a pleasing appearance.

A local-distant switch is employed cutting down loud signals from strong local stations. Magnified dial scales are also included. In the electro-dynamic speaker, the field excitation is obtained directly from the socket power unit of the receiver instead of through the customary rectifier stacks. The intended retail price of the receiver is \$225.—*Electrical Merchandising*, September, 1929.

Perfex Sun Lamp

A new Model B carbon arc sun lamp, with transformer built into the base and developing 15 amp. at the arc, is announced by the Perfex Electric Company, Toledo, Ohio.

The lamp is designed for use on alternating current but a special rheostat can be furnished for operation on direct current. Carbons in the lamp may be set so as to go out in any length of time desired, from 5 to 20 minutes, thus preventing any danger of over-treatment. The intended retail price of the new "B" lamp is \$125.—*Electrical Merchandising*, September, 1929.



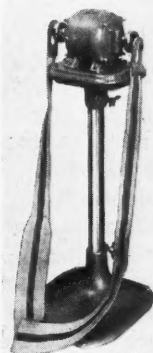
Lionel Steam-Type Locomotive

Realistic driving rods and pistons which work just like those of a large locomotive, copper exhaust and steam pipes, brass handrails, electric headlight mounted on a platform in front of the boiler and head lamps on either side of the pilot are some of the features found on the new steam-type toy electric locomotive brought out by the Lionel Corporation, 15 East 26th Street, New York City.

This new locomotive, with tender, measures 22½ in. in length and has been announced by the Lionel Company as one of the outstanding features of the company's new line. The power plant is the "Lionel Bild-a-Lo" motor which may be snapped out of the locomotive frame, taken apart and converted into a 3-speed, reversible electric motor that will lift twenty times its own weight. The motor is available in two models, with "hand-reversing mechanism" or with "distant control" which enables the owner to operate it from a remote point at any distance from the track.

The new locomotive is available as an individual unit or as part of a set of "Lionel" Standard trains.—*Electrical Merchandising*, September, 1929.

New Electrical Merchandise



Savage Health Motor

Model C is a new addition to the line of health motors made by the Savage Products Distributing Corporation, Utica, N. Y.

This new health motor comes complete with wide oscillating belt, fitted with removable slip cover; a narrow oscillating belt with special rounded edge to protect user's skin from abrasion; and a new improved anchor strap with strap bracket. The belts have scarlet strip running through the center, adding to the attractiveness of the equipment.

The machine is finished in Baltimore blue and golden yellow art crackle with nickel trim. It is small and compact in size, only 7½ in. high, with a base 8 x 10 in., weighs but 35 lb. and is said to be quiet in operation. It has three stroke adjustments, easily made, which afford all desired degrees of manipulation. A direct drive off the shaft and oilless bronze bearings, it is pointed out, eliminate servicing problems.

An attractive metal pedestal that mounts the new model C (or models A and B) is offered and for installations where it is undesirable to anchor the pedestal direct to the floor, a pedestal mounting board with rubber mat (retailing at \$7.50) is available. The pedestal is listed at \$12.50 and the machine itself retails for \$54.50, East of Rockies.—*Electrical Merchandising*, September, 1929.



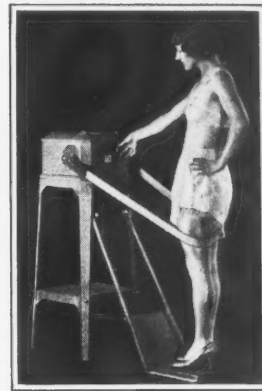
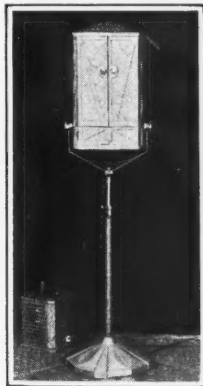
Vibratone Massage Machine

A motor exerciser which claims to apply the principles of Swedish massage is announced by the Holm's Manufacturing Co., Kenosha, Wis. This exerciser is provided with two sizes of rubber massage bell and a kneading ball in addition to the more familiar belt type of applicator. The mechanism produces a combined rotating and reciprocating action which reproduces, it is claimed, as closely as possible the movements which distinguish Swedish massage. The motor mechanism is adjustable to several angles for easy application of the massage equipment, and is encased in an aluminum cast housing. The entire machine is finished in Duco.—*Electrical Merchandising*, September, 1929.

Burdick Health Lamp

A new health lamp for home use employing a Cooper Hewitt mercury vapor tube is announced by the Burdick Corporation, Milton, Wis. It delivers ultra-violet rays in wave lengths above 2,800 Angstrom units and because of the M shaped tube and design of the hood radiates a large field. It is provided with a timer and cut-off.

Suggested retail prices for the a.c. floor model, \$185; a.c. table model, \$165; d.c. floor model, \$165; d.c. table model, \$140.—*Electrical Merchandising*, September, 1929.



Burdick Body-Culturor

A new exerciser is announced by the Burdick Corp., Milton, Wis., in which speed and stroke are combined and automatically varied to the requirements of the user while the machine is in operation. Radio-metric single dial control of speed and stroke. Equipped with ½ hp. motor with texrope belt drive. Legs encased in four French rubber suction cups to prevent vibration. Comes in green, solid ivory and grey-ivory. Intended retail price \$155 with stand, \$125 table model.—*Electrical Merchandising*, September, 1929.

Star-Rite Sandwich Toaster

The latest addition to the Star-Rite line of appliances is the new sandwich toaster, announced by the Fitzgerald Mfg. Co., Torrington, Conn. This new device meeting the growing demand for toasted sandwiches in the home is of unusual and graceful design. A special feature is the lifting handle, a hinged ornamental cantilever which raises the top plate. The appliance is 9½ in. wide, 10½ in. deep, 7 in. high, toasting plates, 6x6 inches. Handles are Bakelite, finish nickel plate. Suggested retail price is \$10; ornamental tray, \$1 additional.—*Electrical Merchandising*, September, 1929.



Dominion Waffle Irons and Sandwich Toaster

Several new appliances have been announced by the Dominion Electrical Manufacturing Company, 712 Ontario Avenue, West, Minneapolis, Minn. Among these are two waffle irons with heat indicator, one of these irons being chromium plated, also a twin waffle iron for lunch counter use or in the large family where one iron cannot fill demands.

The nickel-plated iron with heat indicator is listed at \$9. It has ebony handles, although colored handles and cord may be had at slight extra cost. The chromium-plated iron, also with heat indicator, is listed at \$12, while the double waffle iron, each iron rated at 600 watts, is \$15. The grids of this iron are 7½ in. overall.

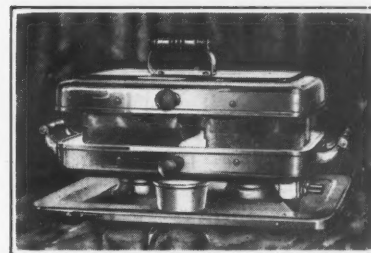
The Sandwich Queen toaster, which toasts two slices of thick or thin bread on both sides at one time and makes two- or three-decker toasted sandwiches at one time, is listed at \$12.50. With the top element folded back, this toaster provides two cast aluminum grids for frying chops, steaks, etc.—*Electrical Merchandising*, September, 1929.



Toastie-Hot Toaster

Frankfurters, hamburger and barbecue sandwiches can be easily and quickly toasted by means of a new toasting device,—"Toastie-Hot," brought out by Toastie-Hot, Inc., Akron, Ohio. In this new device the roll, if of the long, frankfurter type, is slipped over an electrically-heated "spike" and if of the round, hamburger sandwich type, over a heating unit fitting this type of roll. The inside of the bun is toasted and into this toasted opening is inserted frankfurter or sandwich filling.

An electrical frankfurter steamer may be had for use with the roll toaster. The intended retail price of the single toaster is \$12.50; double toaster, \$37.50; and a four-roll toaster, \$62.50.—*Electrical Merchandising*, September, 1929.



\$30,000 in Health Appliances (Continued from page 73)

are covering the field as adequately as possible. We maintain, in addition, a separate file of prospects on health appliances."

"If a woman, for instance, comes into the store for lamps or for some small table appliances and in glancing around evinces some mild interest in a health lamp or an exerciser, we endeavor, first, to interest her to the extent that she will be willing to arrange for a home demonstration. At least we can place her name on the lead list and send her what direct mail material would have the greatest influence in effecting a sale in the future."

"ONE of the reasons," he continued, "that health appliances, with reasonable promotional effort, are easy to sell, is the fact that the primary reason for their use is one on which the customer is already sold—*health*. But I have found that the only proper approach to the customer is an individual one. The good salesman must be able to size up his prospect and talk to him or her without regard to any of the prepared formula sales talks that are so widely employed. Everyone has a different idea of what value a health lamp, for instance, will be to them. To some people in normal good health it may be sold easily as a means simply of attaining a coat of tan. This, incidentally, is something that the dealer should not overlook. The vogue of the suntan as evidenced in more abbreviated costumes and suntan powder shows the wide application to which the vogue can be put in selling. To another prospect they represent the road to health."

"ONE of the most valuable aids," Hobbs said, "to increase sales of health appliances and stimulate interest was the window demonstration. We staged these on two separate occasions and during the time the demonstration was in progress our sales doubled the first week and trebled the second. As soon as the demonstration was stopped sales once more went back to the normal figure."

"We found that in such activities the manufacturer was always willing to lend us all possible assistance. With health lamps the manufacturer sent a doctor to give our salesman an adequate idea of the general health-giving qualities of light. In the case of the exerciser, the manufacturer loaned us the man who staged the window demonstration and all direct-mail material. The only difficulty with the demonstrator was that we had difficulty in keeping him working. He wanted to spend two minutes in the window and half an hour out. We compromised finally by having him in the window one minute and out every five minutes."

"Unlike many other dealers we also staged a window demonstration of health lamps which can be done in much the same way as the exerciser; in fact, it would prove a simple matter to have the same demonstrator alternate his activity between the two appliances. Practically no change of costume will be found necessary, as the demonstrator, as a rule, wears merely a gym suit."

"It is our belief that in order to properly demonstrate or sell any health appliance, it is first absolutely essential that the salesman know his product thoroughly. If he is prepared to meet any objection and answer any question which is put to him, the chances are all in his favor that the sale will be completed. What is even more important is the fact that thorough knowledge of the appliance leads to a real enthusiasm in completing a sale."

If I don't get all steamed up over the potential benefits that one of our ailing customers might derive from the use of a health lamp, it would be just that much more difficult to convince her that she could not get along without it."

"One of the most important contributing reasons to the success of Kellogg and Bertine in merchandising health appliances has been the fact that not only are the prospects for a sale closely followed up by means of either direct mail or home demonstration, but those people who have already been sold an appliance are periodically contacted to insure their satisfaction. In other words, Kellogg and Bertine have established a definite reputation for reliability in their field and in their locality. They are jealous of their reputation and are prepared to go to any extreme to maintain it."

"We pursue one policy in regard to all appliances sold. It is the old story: 'A satisfied customer is the best advertisement.' We believe thoroughly in the principle of keeping our customers satisfied because they not only spread the good word in regard to the value of other sun lamps or exercisers, but prove valuable references when we have a doubtful prospect."

Hobbs pointed out that it was always a wise plan to follow-up closely the sale of health lamps especially, because most of the troubles that arise from their use come from the customer's inability to adjust them properly. He gave several instances where a customer had been sold a health lamp and, on contacting them two or three weeks later had found that the customer complained the lamp "wouldn't work." In most instances he found that nothing more had gone wrong than a carbon burnt out or failure to adjust the lamp properly to the temperature desired. With these objections removed, a complaining customer was turned into a satisfied one."

KELLOGG and Bertine have no outside salesmen on health appliances. Every sale made is the direct result of store traffic. This is not necessarily a question of choice, but one of expediency. Their store is situated in an apartment house district of a better type, where canvassing is practically non-existent. They rely instead upon their reputation for reliability; an adequate and interesting display of both vibrators and health lamps, on demonstrations, and intensive follow-up system in the field.

Due largely to the nature of the locality in which their store is situated, they do practically no time extension business. Only on one or two occasions, according to Hobbs, have customers made requests to have appliances on a time-payment basis and in those instances he said the customer usually came around within a month and paid for the appliance."

"We are contemplating making one additional improvement in our sales program on health appliances," said Hobbs. "It is my personal opinion that quicker sales would result from the ability to give private store demonstrations. The health appliance business has arrived at the stage where the public are demanding these machines and are even anxious to try them out. It is not always possible to arrange for a home demonstration, as the customer sometimes feels that they are committing themselves too deeply in the transaction."

"Yet in a small store where space is at a premium and you are endeavoring to demonstrate an exerciser, for instance, the customer would in many cases prefer to try the machine alone."

The Firing Line News.

New York

"For the Man at the Sales Front"

September, 1929

N.E.M.A. Condemns Destructive Advertising

Resolve to Eliminate Discussion of "Relative Merits" of Refrigerants

CLEVELAND, O.—Urging dealers and distributors to avoid discussing the relative merits of refrigerants, members of the Refrigeration Division of the National Electrical Manufacturers Association unanimously adopted a resolution condemning destructive advertising and selling methods at a meeting held in Cleveland early in August.

The resolution passed by the N.E.M.A. Division reads as follows:

WHEREAS, the manufacturers of mechanical refrigerators are collectively interested in creating the largest possible group of prospective purchasers of their product and to share in the business so created according to their individual merits and,

WHEREAS, any expedient that may be adopted by individual manufacturers which may cause the public to question the merits of mechanical refrigeration of any type and thereby tend to diminish the total volume of refrigeration sales is harmful to the industry generally and in the last analysis to the individual manufacturers,

THEREFORE, BE IT RESOLVED that the Refrigeration Division of N.E.M.A. does not approve selling or advertising policies or any other expedient which encourages discussion of the relative merits of the various types of refrigerants.

Westinghouse Appoints European Sales Manager

Mr. I. F. Baker was recently appointed European sales manager of the Westinghouse Electric International Company and will have his headquarters at No. 2 Norfolk Street, Strand, London. Until his recent appointment, his position was Power Division sales manager of the Westinghouse Electric International Company with offices in New York. Previous to this, he was managing director of the Westinghouse Electric Company of Japan.

Muter Given New Honor

FORT WAYNE, IND.—Leslie F. Muter, vice president of the Steinite Radio Company of Ft. Wayne, Indiana, has just been elected to the board of the Radio Manufacturers' Association.

Campers Talk Co-operation

Association Island Meeting Great Success

NEW YORK, N. Y.—With an enrollment of 200 including representatives of electrical leagues, power companies, manufacturers, wholesalers and contractor-dealers, Camp Co-Operation IX held at Association Island, Henderson Harbor, New York, closed on August 6th after five days of conference on local co-operative market development problems. Marking the eighth business conference of local electrical leagues under the auspices of the League Council and sponsored by The Society for Electrical Development, the conference of the camp was signal evidence of a growing league movement. A total of 58 local league organizations were represented, compared with a total of only 33 league organizations five years ago.

R. Bourke Corcoran, chairman of the League Council was chairman of the general sessions, and chairmen of the individual sessions included: G. W. Weston, D. C. Birdsell, J. E. North and Earl Whitehorne.

One of the features of the conference was the reading of the prize winning paper in a competition arranged for secretary-managers of leagues on the subject "How My League Discharges Its Obligations to the Local Electrical Industry." The trophy presented by R. Bourke Corcoran, chairman of the League Council was won by E. C. Banks, manager Red Seal Electric Service, Manitoba Electric Association, Winnipeg. Papers receiving honorable mention were submitted by J. S. Bartlett, Milwaukee; G. B. Noll, Eris and S. S. Vineberg of Buffalo.

In the matter of election to the League Council, R. Bourke Corcoran of Chicago and D. C. Birdsell of Philadelphia, succeeded themselves as chairman and vice-chairman respectively. O. C. Small of the S.E.D. was re-elected secretary. New members elected to league council for the ensuing year are Edward Cabot of the New England District; L. E. Coen of the East Central; Walter W. Kennedy of the Southeastern; E. C. Hunter of the Great Lakes; Carl H. Christine of the Middlewest and D. D. Sturgeon of the Rocky Mountain district.

(Continued on page 124)

General Electric Company to Consolidate Distributors

New Dover Head



Norman D. Veal, recently appointed president of the Dover Manufacturing Company, strolling with Mrs. Veal. Veal succeeded his father, Charles T. Johnson-Veal, who becomes chairman of the board of directors.

I.E.S. Convention in Philly Again

To Be Held September 24-27

A business program co-ordinating scientific truth or theory with applied principles and practice, and containing enjoyable recreational features, has been scheduled for the Twenty-third Annual Convention of the Illuminating Engineering Society which will be held in Philadelphia from September 24 to 27 inclusive, with headquarters at the Bellevue-Stratford Hotel.

The technical program which has been provided, comprising seven business sessions, includes topics of scientific, commercial and practical interest and is replete with features worthy of special note. Light's Golden Jubilee, commemorating the fiftieth anniversary celebration of the invention by Thomas A. Edison of the first practical incandescent lamp, is to be observed with exercises worthy of the occasion. Other outstanding events have been interspersed throughout the program.

Fourteen Wholesale Corporations Combine

New York, N. Y.

Effective October 1, 1929 the fourteen wholesale distributing corporations owned by the General Electric Company will be consolidated into the General Electric Supply Corporation (of Delaware). These companies have for many years distributed General Electric products and the plan involves no change of ownership. The consolidated corporation will be in a much better position to offer nation-wide service through its ability to give service from any one of seventy-six houses, through interchangeability of stocks, and speedier and more economical operation.

The tentative organization plans indicate corporate officers and directors as follows:

Gerard Swope, Chairman of Board; C. E. Patterson, President and Director; J. L. Buchanan, Executive Vice-President and Director; J. G. Johannesen, Vice-President, Eastern Region and Director; D. E. Harris, Vice-President, Western Region and Director; N. R. Birge, Director; A. D. Cameron, Director; H. C. Houck, Director; J. E. Kewley, Director; G. C. Osborn, Director; T. K. Quinn, Director; E. O. Shreve, Director; C. E. Wilson, Director; L. R. Link, Secretary-Treasurer; L. M. Nichols, Comptroller.

The department heads, district managers and other officers will be announced when appointed on October 1st.

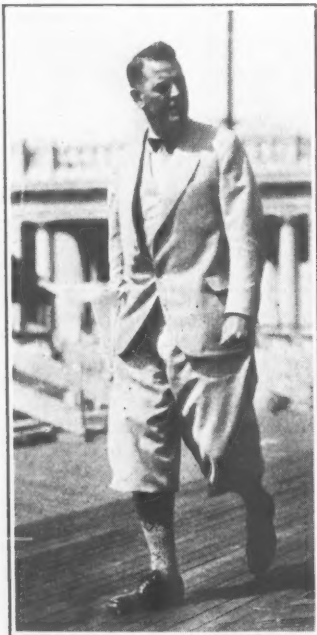
Hoover Drops Annual Convention

CANTON, O.—Departing from its custom of holding one annual sales convention, the Hoover Company, manufacturers of electric cleaners, is this year holding thirteen sectional conventions in the field.

In the past only the upper 10 per cent of the salesforce were privileged to attend, whereas the new plan brings in for the sectional conventions all those engaged in sales and service work.

The sectional conventions are to be held, almost without exception, in branch headquarters cities, and, in two instances, two branches combine their conventions.

Automatic-ally



W. Neal Gallagher, vice-president of the Automatic Washer Company, Newton, Iowa, steps out for the Exhibition hall.

Rogers Honored by A.L.E.A.

Given Radio as Mark of Esteem

NEW YORK, N. Y.—The Board of Directors of the Artistic Lighting Equipment Association presented Granville P. Rogers, until recently managing director of that organization, with a radio, and in doing so the vice-president of the association, Herman Plaut, expressed the sentiments of the directors in a letter to Mr. Rogers as follows:

"The Board of Directors tender you a radio, and trust you will accept it with the thought that it will often recall to you your very pleasant association with our group. During the several years when you were associated with us, you worked with a loyalty, a devotion and an intelligence that constantly evoked the highest praise, and the directors wish to express their appreciation, and to express it in the concrete form of this radio."

Rogers is now managing director of the Steel Founders' Society of America. He was succeeded by Charles L. Benjamin.

Moe Brothers Organize New Company

MILWAUKEE, WIS.—Moe Brothers Manufacturing Company is to be the name of a new Milwaukee corporation just organized by Henrik Moe and O. E. Moe for the manufacture of lighting equipment and kindred products. Until recently, Henrik Moe, who is president of the new concern, and O. E. Moe, who is vice-president in charge of sales, occupied the same positions with the Moe-Bridges Company, Milwaukee.

N.E.M.A. Working on Refrigeration Safety Code

Chicago Situation Calls for Adequate Standard

NEW YORK, N. Y.—When the Refrigeration Division of the National Electrical Manufacturers Association was organized early in May of this year, following the disbanding of the Refrigeration Manufacturers Council, it immediately entered upon the preparation of a refrigeration safety code to be reviewed later by the American Standards Association.

This was the first concentrated, organized effort in that direction on the part of the manufacturers. The drafting of such a code naturally involved a great deal of time and effort. Reports of engineering research and investigations were obtained and the opinions of many authorities were solicited. The N.E.M.A. code was rapidly nearing completion when several accidents occurred in Chicago which were ascribed to the escape of gases from electrical refrigerators.

Because of the rarity of accidents from that cause the Chicago situation developed into news of the first order. The ensuing investigations were reported in detail by the press.

Dr. Arnold H. Kegel, Health Commissioner of Chicago, after medical research concluded that the accidents that took place in that city early in July were due to refrigeration gas poisoning and not a species of ptomaine poisoning thought to have been the cause of some earlier illnesses.

The electrical industry got on the job immediately. At the request of Dr. Kegel an industry conference was called, headed by R. Bourke Corcoran of the Electric Association of Chicago as chairman of the refrigeration industry committee. Without waiting for discussion or further action, manufacturers adopted every possible safeguard to their installations. These included the use of packless valves, running tubes in conduit, anchoring refrigerators to the floor and evaporators within the refrigerators, and numerous other technical safeguards.

On his side, Dr. Kegel organized two committees—a health committee of seventeen eminent engineers and doctors and a sub-committee of four. The assistance of leading chemical engineers was obtained. The principal question before the various meetings was that of adopting new standards of installation and maintenance on multiple units.

From a purely constructive point of view, the Chicago situation showed the industry that what it had honestly considered safeguards up to that time were not adequate. The art had to be developed to a higher point.

A thorough investigation showed that the problem was one of how the refrigerant was to be contained

and controlled rather than the elimination of certain refrigerant gases.

Since all the Chicago accidents occurred in dwellings and apartments containing multiple installations the first arguments centered around the banning of multiple systems. It was finally stated that the industry can and will make multiple installations safe. The questions still remain, however, of the number of apartments that should be connected to one machine and the number of pounds of refrigerant to be allowed in any single system.

Dr. Kegel then placed the burden of proof on the industry by stating that no installation was safe which permitted a possible leakage of 2 pounds or more of refrigerant into the residential part of any dwelling in twelve hours—or of 10 or more pounds into the basement. The manufacturers' test specifications in that connection are of interest. Most manufacturers have succeeded in producing refrigerators in which the leakage is limited to less than 2 per cent of the total refrigerant content in a year's time. This would seem to prove definitely that the few accidents that have occurred have been due to faulty installations and improper treatment of refrigerators in use rather than inherent defect.

At the present time hearings are still being continued in Chicago. The next meeting between the industry and the Chicago officials will be held prior to September 11. In the meantime the industry, represented largely by the N.E.M.A. Refrigeration Division, is making every effort to complete a safety code in form for submittal to the A.S.A. A meeting of the division was held in Cleveland on August 1 at which the code was the major topic of discussion.

The manufacturers have been working day and night since then to prepare the refrigeration code which it is expected will soon be ready for approval and adoption.

Viot Heads K. C. Jubilee Work

KANSAS CITY, KAN.—Howard F. Viot, General Manager of the Southwestern Division, of National Lamp Works of General Electric Company, Kansas City, Mo., has been appointed chairman of Light's Golden Jubilee committee. Complete plans are under way.

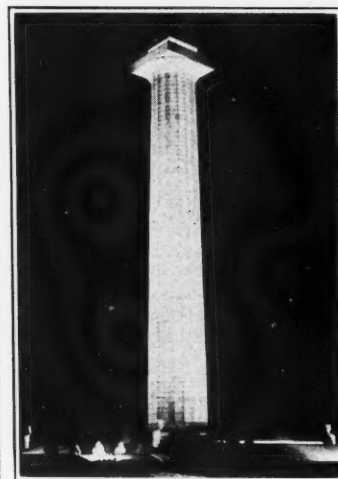
About the first of September a sponsoring committee of leading citizens will be announced. The program will be fostered by the city officials and Chamber of Commerce, all of whom have been very enthusiastic to show tribute to Thomas A. Edison.

Golding Directs Sales of Servel Products

EVANSVILLE, ILL.—Announcement is made by H. W. Foulds, vice-president of distribution, Servel Sales, Inc., of the appointment of A. T. Golding as Advertising and Sales Promotion Manager of the Servel Products Division, which includes all refrigeration equipment of the electrical compression type, both domestic and commercial. Golding came to Servel in May, 1928, later being made Sales Promotion Manager.

Advertising of Electrolux, the gas refrigerator, will, as formerly, be directed by William H. Reynolds from the New York office. Sales promotion will continue to be directed from the factory at Evansville.

A Column That Lives at Night



A granite monument, 372 feet high, erected to Admiral Perry on an island in Lake Erie, has been floodlighted recently by means of a submarine cable from the mainland. At night the shaft stands out as a landmark for 50 miles on the lake.

Michigan Company Has a Fine Iron Campaign

Quota of 500 Irons for Month Exceeded by 26.4 Per Cent

An exceptional merchandise sales record was made during May by the Michigan Public Service Company in an electric iron campaign in which 632 irons were sold, representing 126.4 per cent of the quota for the month, which had been set at 500 irons. In May, 1928, only 291 irons were sold by this company.

Figures issued by W. A. Wadsworth, vice-president and general manager, show that the districts of his company stood as follows at the close of the campaign: Whitehall 76 sales, or 217.1 per cent of its quota; Boyne City 46 sales, or 153.3 per cent of its quota; Elk Rapids 64 sales, or 148.8 per cent of its quota; Ludington, 189 sales, or 147.6 per cent of its quota; Traverse City 121 sales. Cheboygan 119 sales, or 100 per cent of its quota; Hart 17 sales.

Dealers Getting on the Wagon

Orders for Food Preservation Materials Increase

NEW YORK, N. Y.—Activity in the National Food Preservation Program has been set up for opening on a nation-wide scale September 1, and the rapidity with which organization work is going forward at the time this article is written promises that local activities will thoroughly cover the country during Food Preservation Month.

Besides these cities, a number of others had their work well started on this date, and were assured of active participation in the program by preliminary work already done. Most of the larger cities were in this classification, since their greater size made it imperative that the Council take more time in the organizing steps and in preliminary planning to assure the maximum of correlation of all the organizations intending to participate.

An indication of the vigor with which participation has been planned, is presented in the amounts of the various tie-up materials already ordered at National Advertising Headquarters, more than a month before the active opening of the program. More than 3,000,000 milk bottle jackets, 40,000 truck banners, 6,000,000 booklets for the information of competitors in the National Idea Contest for \$25,000 in prizes, 800,000 thermometers, and proportionately large amounts of other materials had been requisitioned before the last week in July.

With such intensive programs for local activity linked with the National Program, and its dominant space in the national magazines, an impressive effect on the consciousness of the public in regard to the necessity of proper modern refrigeration should result. The magazine advertising is already under way, and entries in the National Idea Contest will have already been pouring into headquarters by the time this article reaches print. Other activities in this nation-wide movement are going ahead at an equally rapid pace.

Inca Mfg. Corporation Formed

To Make Copper Wire Products

FORT WAYNE, IND.—George A. Jacobs, founder and former president of the Dudlo Manufacturing Company, and his associates have organized the Inca Manufacturing Corporation at Fort Wayne, Ind., to manufacture copper wire products for the electric, radio, automotive and kindred industries.

Officers of the Inca Manufacturing Corporation are: George A. Jacobs, president; Wendell C. Glass, vice-president; George W. Spindler, secretary-treasurer, and S. A. Jacobs, in charge of sales.

The home office and plant of the Inca Manufacturing Corporation, now under construction, is located at Fort Wayne.

Use of Appliances Increasing in Germany

Vacuum Cleaner Leads Sales

Electric household appliances are being used to an ever-increasing extent in Germany, according to Vice-Consul C. T. Zawadzki, in a report just issued by the Department of Commerce. American vacuum cleaners, floor polishers and washing machines have found an outlet in this market, it is pointed out. These are sold on the basis of their superior performance and adaptability, and are regarded as the standard of excellence. In 1928, according to official United States statistics, total exports of electric household appliances to Germany were valued at \$3,800,000, of which vacuum cleaners accounted for \$1,308,000.

The use of electric household

appliances in Germany is largely a post-war development, the report declares. The relatively low wages of domestic servants and the high price of electric current in certain sections of the country, coupled with the absence of electric wiring in many houses, prevent a more wide-spread employment of this equipment. However, the purchasing power of the German public has increased sufficiently to enable many families to purchase some sort of electric household equipment. Low-rate installment payments are in general use and dealers continuously put increased effort in the merchandising of such products on the deferred payment basis.

S. E. D. To Distribute Comic Feature

To be Standard Column Cut

NEW YORK, N. Y.—The Society for Electrical Development began experimenting with dressing up its Electrical Feature Service recently, and with the issue of September 1, will introduce as another new feature, a one-column comic cut.

Each week from September 1, the S.E.D. publicity service will contain a similar feature covering appliances and electrical service from the many humorous and human-interest angles possible with this type of treatment. In each case a mat will accompany the Feature Service and in nearly all instances will conform exactly to a standard, one-column newspaper cut.

Curtis Appoints Sales Manager

Harvey B. Wheeler to Direct Activities

NEW YORK, N. Y.—Curtis Lighting of New York, Inc., announces the appointment of Harvey B. Wheeler of Kansas City as sales manager.

Wheeler is well known in the lighting field, having been associated with Curtis Lighting, Inc., for twenty years in engineering and sales work.

The New York company, of which L. H. Graves is vice-president and general manager, and H. R. Eldredge, secretary and treasurer, has recently opened attractive new offices and show rooms in the New York Central Building, 230 Park Avenue.

"Fair" Enough!



How one large manufacturer of electric vacuum cleaners (Premier) is represented abroad. Photo shows one of the popular Premier girls who took part in the 1929 Brussels Commercial Fair.

Valentine With Frederick Washer

To Direct Utility Merchandising Program

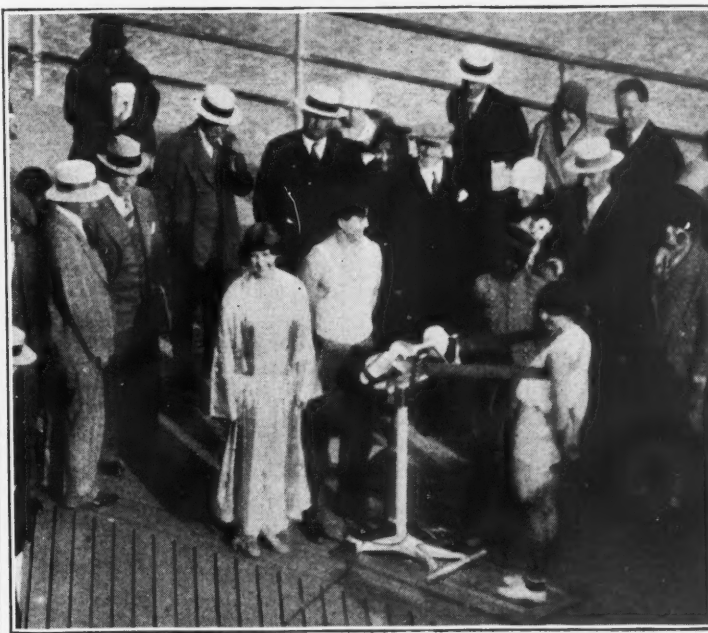
CHICAGO, ILL.—Enoch B. Seitz, president, the Frederick Company, Chicago, Ill., announces that from August 1, Howard D. Valentine, recently director of publicity, advertising and public relations for the Central Hudson Gas & Electric Corporation, will be associated with The Frederick Company in the introduction and sale of the Frederick washer, a Maytag product. For the present he will direct his efforts more particularly to the utility merchandising field.

Valentine has been actively engaged in the public utility industry for the past ten years. He left The Peoples Gas Stores, Inc., Chicago, where he was assistant to the general manager, in 1926, to become assistant general commercial manager for the Central Hudson Gas & Electric Corporation at Poughkeepsie, later directing its advertising and publicity programs. During these years, because of his active work in the National Electric Light Association, The Society for Electrical Development, Inc., and the American Gas Association, Valentine has become thoroughly acquainted in utility merchandising practices.

New Assistant to Vice-President for Westinghouse

William G. Marshall, since 1926 director of personnel for the Philadelphia Company and affiliated corporations, on July 1 will become assistant to Vice-President T. P. Gaylord of the Westinghouse Electric and Manufacturing Company. Mr. Marshall's new position, states that he will be in charge of employees' relations but that no other change is contemplated.

Outdoor Demo Gets the Crowd



Here is a large crowd gathered in Atlantic City, N. J., by an outdoor demonstration of electric exercisers. This method of demonstration, particularly in resorts, is evidently even more effective than store and show window demonstrations.

New Distributors

Samuel Frost has acquired distribution of the 1930 Freed Radio for Manhattan, Brooklyn, Bronx and Staten Island. A. E. Klein has been chosen to manage the sales in this newly-formed division.

Listenwaller & Gough of San Francisco and Los Angeles have become wholesale distributors for the products of The Standard Electric Stove Company, Toledo, Ohio, serving the State of California.

The **Sterling Electric Company** of Minneapolis and the **Korsmeyer Company** of Lincoln, Nebraska have taken on the products of The Standard Electric Stove Company as wholesale distributors.

In order to better serve the northwestern section of New York State, the **Alliance Motor Corporation** of Rochester, N. Y., Edison Radio distributors, recently opened branches at Buffalo and Syracuse.

The S. T. Johnson Company, manufacturers of oil burning equipment, announce the appointment of the Silent Automatic Oil Burner Company, of York, Pa.; **Arthur Schmidli**, of Medford, Oregon; **Ponder Brothers** of Tacoma, Washington; **Keim & McDaries** of Syracuse, N. Y.; **F. A. Menth**, of Susanville, Calif., and **H. B. McCarten** of Dubuque, Iowa, as Johnson representatives in their respective territories.

Appointment of the **K. W. Radio Company, Inc.**, as New York metropolitan distributor of Sonora Radio, has been announced by Eugene P. Herrman, president of the Sonora Phonograph Company, Inc. Headquarters of the K. W. Radio Company are at 350 Hudson Street, New York City. The officers are Leonard Welling, president, and Gus Krouse, treasurer.

R. B. Alling Co., Detroit, Michigan distributors of Copeland electric refrigeration products, has been completely reorganized. **Gerald Bataille**, Fred M. Hancock, vice-president; **Audrienne E. Bataille**, secretary-treasurer, and **Arthur M. Davison**, **Matthew Davison**, **George Reid**, and **Robert M. Brownson**, new directors.

To Stage Ice-Box Pyre

COLUMBUS, OHIO—The Rosenfield Co., Central Ohio distributor for the Holmes Refrigerating apparatus, will soon sponsor a gigantic bonfire of refrigerators which it is taking in on the sale of the iceless units.

The bonfire will be a publicity stunt and is designed to call the attention of the public to the marked trend towards mechanical refrigeration. The Columbus agency of the Holmes line allows \$25 each on all refrigerators replaced by the Holmes unit.

Dormeyer Joins Ever-Sun Company

Move Factory and Offices

CHICAGO, ILL.—The Ever-Sun Arc Lamp Company, Inc., manufacturers of health lamps, announce the removal of their factory and offices to 4550 Fulton Street, Chicago.

Henry A. Dormeyer, who marketed the Dormeyer household electric heater has associated himself with this company. Dormeyer has been president of The Macleod Manufacturing Company, Inc., of Chicago for the past fifteen years and has had considerable experience in the manufacturing and marketing of specialties.

Sold Out in Eight Days

Idaho Utility Sells 60 Washers

Eight days after the Public Utilities Consolidated Corporation at Wallace, Idaho, opened their initial washer campaign (Automatic) the last machine of a car of sixty had been sold—plus fifteen ironers. In just eight days following the announcement of their first campaign they had sold the last washer and the activity ended there—with no washers left in stock and several hundred miles from the factory and many miles from the nearest warehouse.

Wallace, Idaho, together with the little towns of Mullan and Burke, where practically all of the sixty washers were sold, has a combined population of only five thousand persons. Yet they sold a carload of washing machines in less time than is usually required for the average campaign to get started. Just think what they might have accomplished in these three small towns during the month of April instead of only the first eight days, had more machines been ordered.

Georgia Power Breaks Own Range Sales Record

Anticipate 1,500 Units as Final Campaign Total

ATLANTA, GA.—The Georgia Power Company, not satisfied with selling over one million dollars worth of electric refrigeration in a recent 60-day campaign, have broken all previous sales record for their company on electric ranges added to their lines. At the time of writing, 1,277 ranges had been sold since the time the campaign began—July 17.

Of the ranges sold at that time 638 were disposed of in the Atlanta district alone and the remainder—639—in the outside districts.

The Rome division was reported the highest standing with 259.4 per cent of their quota.

Campers Talk Cooperation

(Continued from page 121)

The complete League Council as the result of these elections, and re-elections of members already serving stands as follows:

District 1—New England

J. J. Caddigan, Boston, Mass.
Edward Cabot, Quincy, Mass.

District 2—Eastern

J. H. Van Aernam, Albany, N. Y.
D. C. Birdsell, Philadelphia, Pa.
Earl Whitehorse, New York, N. Y.

District 3—East Central

J. E. North, Cleveland, Ohio
L. E. Coen, Cincinnati, Ohio

District 4—Middle Atlantic

H. A. Brooks, Washington, D. C.

District 5—Southeastern

J. J. Brennan, Memphis, Tenn.
Walter W. Kennedy, Birmingham, Ala.

District 6—Great Lakes

R. Bourke Corcoran, Chicago, Ill.
J. S. Bartlett, Milwaukee, Wis.
E. C. Hunter, Rockford, Ill.

District 7—North Central

John S. Hogan, Minneapolis, Minn.

District 8—Middle West

O. F. Farley, Kansas City, Mo.
Carl H. Christine, St. Louis, Mo.

District 9—Southwestern

To be reported later

District 10—Rocky Mountain

D. D. Sturgeon, Denver, Colo.

District 11—Northwest

R. E. Folland, Salt Lake City, Utah.

District 12—Pacific Coast

To be reported later.

District 13—Canada

J. G. Glassco, Winnipeg, Man., Canada.

New Jobs

Announcement has just been made by P. J. Burns, manager of the Orange Branch of the Edison Distributing Corporation, that **William H. Deutsch** has become associated with the company to handle the sales activities of Edison Radios, throughout northeastern Pennsylvania.

The Wagner Electric Corporation of St. Louis announces the transfer of **F. C. Hosimer** from the Home Office to the Chicago branch where he will represent the company as a salesman.

The Meter Service Corporation of New York, announces the appointment of **Alfred Sirna** as director of their Appliance Bureau.

The Steinite Radio Company of Ft. Wayne, Indiana, announces the following appointments:

O. R. Coblentz made Assistant Sales Manager.

S. J. Helsper, formerly district manager in the Philadelphia territory, has been made Sales Promotion Manager.

Harold Weislow has been appointed Advertising Manager of the company.

Fred Igberg has been appointed General Factory Manager.

G. W. Austen, Toronto, Ont., Canada.
James Lightbody, Vancouver, B. C., Canada.

Among other business discussed by the League Council was the suggestion that there be held at various times throughout the year, meetings of members of the Council in certain contiguous territories.

SHOWS AND CONVENTIONS COMING

	Sept.	Oct.
Assn. of Electragists—Int'l.	30	4
<i>Annual Meeting</i> Swampscott, Mass.		
N.E.L.A.—Great Lakes Division	26-28	
French Lick Springs, Ind.		
N.E.L.A.—Kansas Section		17-18
<i>32nd Annual Convention</i> Hutchinson, Kan.		
N.E.L.A.—New England Geographic Division	9-12	
New London, Conn.		
N.E.L.A.—Rocky Mountain Division	2-4	
Glenwood Springs, Colo.		
National Electrical Manufacturers Assn.		7-11
<i>Annual Meeting</i> Washington, D. C.		
6th Radio World's Fair	23-28	
Madison Square Garden New York, N. Y. Exhibits and Special Features		
Chicago Radio Show		21-27
Coliseum Chicago, Ill. Special Features and Exhibits		